

**Final Detailed Findings Report for
Marketing Plan and Outreach Materials that Promote
Pedestrian and Bicyclist Safety to Different Hispanic
Populations in the United States**

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**FINAL DETAILED FINDINGS REPORT FOR MARKETING PLAN AND OUTREACH
MATERIALS THAT PROMOTE PEDESTRIAN AND BICYCLIST SAFETY TO
DIFFERENT HISPANIC POPULATIONS IN THE UNITED STATES**

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1. INTRODUCTION

1.1 Project Background

In the United States, 4,749 pedestrians were killed, and about 70,000 were injured in collisions with motor vehicles in the year 2003 (*Traffic Safety Facts 2003: Pedestrians*). An additional 622 pedalcyclists (mostly bicyclists) were killed, and 46,000 injured, in collisions with motor vehicles (*Traffic Safety Facts 2003: Pedalcyclists*). This means that every day, 318 pedestrians and bicyclists are injured and nearly 15 lose their lives. These grim statistics clearly indicate that pedestrian and bicycle safety is a national problem, with staggering human and economic costs.

According to a 2004 report by the Center for Applied Research and The Media Network, an average of 545 Hispanic pedestrians and 79 Hispanic bicyclists are killed in crashes with motor vehicles every year. These numbers are likely to increase as the Hispanic population in the U.S. continues to increase. There is a clear need to include Hispanics as part of the target audience in any pedestrian/bicycle safety education program. With that need in mind, the Federal Highway Administration sponsored this project, "Marketing Plan and Outreach Materials that Promote Pedestrian and Bicyclist Safety to Different Hispanic Populations in the United States".

1.2 Task 2 (Detailed findings report) Background

This literature review for the detailed findings report was conducted as part of Task 2 ("Develop a Marketing Plan of Most Effective Methods of Promoting Bicycle and Pedestrian Safety to Hispanic Audiences in the United States"). The objective of this review is to develop a marketing plan of the most effective methods of promoting bicycle and pedestrian safety to Hispanic audiences.

The extent of the task was delineated in the Work Plan submitted to FHWA in November 2004. It stated that:

The SAIC team, principally Sprinkle, will review the FHWA's "Determining the Extent of the Highway Safety Problem as it Relates to Hispanic Populations in the United States" (when completed), NHTSA's "Highway Safety Needs of U.S. Hispanic Communities: Issues and Strategies," and other documents as deemed appropriate. SAIC staff will meet with members of the MWCOG's [Metropolitan Washington Council of Governments] Street Smart Program to review their Hispanic outreach materials and learn about their market research performed to date. SAIC staff will also review any other relevant materials developed for Hispanic audiences, such as material that helps develop a full understanding of the general issues faced by Hispanic immigrants to the U.S. (e.g., language barriers); staff members have collected informative materials developed for Hispanic audiences by the Pan American Health Organization.

The materials included in this detailed findings report were identified and obtained through a variety of sources:

- FHWA and NHTSA staff
- NHTSA website (<http://www.nhtsa.dot.gov/>)
- TRIS Online (<http://trisonline.bts.gov>) - The Transportation Research Information Services (TRIS) Database is produced and maintained by the Transportation Research Board at the National Academy of Sciences. It contains nearly half a million records of published and on-going transportation research. To ensure that the most recent studies were included in this detailed findings report, we searched TRIS Online using the terms "Latino" and "Hispanic" for records from the last five years.

The marketing plan that developed under this task will address the following questions at a minimum:

- In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed? Specifically, we will consider the Hispanic population's knowledge and understanding of such issues as where to safely cross the street, the meanings of pedestrian signals, rules of the road, and how to put on a bicycle helmet, just to name a few.
- What types of messages are most likely to have the most impact? Not all message types will be effective in communicating the issues that may result in a reduction in the number of Hispanics involved in pedestrian and bicycle crashes. Therefore, it will be important to consider the types of messages that will be most effective. For example, what tone should the messages have? Should humor be used, or would messages with "shock value" have more impact?
- What are the best "media" for getting the messages across? To answer this question, we will need to determine how to target Hispanics. For example, could the messages be effectively promoted in specific locations frequented by Hispanics? If so, what are these locations and how could the messages be displayed (e.g., posters) or distributed (e.g., brochures)? What percentage of Hispanics are transit dependent? Might the messages be communicated by posters at bus shelters or as "safety tips" on transit timetables, where Hispanic transit riders would see the messages? Should the messages ultimately be delivered in newspaper or magazine ads, and if so, what newspapers and magazines are most often read by Hispanics? Would television ads be effective, and if so, on which channels should they be broadcast? Would lectures/presentations by church or community leaders, for example, be effective mechanisms for delivery (i.e., person to person versus handing out material)?
- Which Hispanic groups should be targeted and why? Hispanic groups that may be targeted include migrant workers, recent immigrants (been in country less than 10 years), immigrants (been in country more than 10 years) and those who are "American born". Are any of these groups over-represented in pedestrian and bicycle crashes? If so, why might this be and how could it be overcome?
- Which age groups of Hispanics should be targeted and why? Are younger Hispanics more likely to be involved in pedestrian or bicycle crashes? If so, could they be targeted in or around schools? Community centers?
- Should different cultural groups be targeted and why? Different cultural groups that may be targeted include those from Mexico, South and Central American, Cuba, and Puerto Rico. Do their cultural differences have an impact on their involvement in pedestrian and bicycle crashes? If so, why and how could this knowledge be leveraged to develop an effective, targeted marketing campaign?
- Should materials be presented just in Spanish, or in English and Portuguese as well? What level of Spanish/English/Portuguese should be used?

Each item in the detailed findings report is presented in the following format: Title, Introduction and/or Summary, Questions answered, Outstanding questions.

The information in the detailed findings report allows determination of which questions are, and are not, covered in existing materials. Subsequently, we will refine the list of questions to address in the Marketing Plan with input from FHWA and NHTSA, and the refined questions will inform the development and conduct of focus groups.

1.3 Summary of Findings from Literature Review

The following summary table lists each item in the detailed findings report along with how each item addresses the questions.

Table 1 Questions Addressed in the Literature

Questions	Literature			
	Highway Safety Needs of U.S. Hispanic Communities	Hispanic Pedestrian and Bicycle Safety (CAR and TMN)	The Pedestrian and Bicyclist Highway Safety Problem	Pedestrian Safety Program (NHTSA)
In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?	Not addressed	1. General awareness of traffic signs and regulations 2. Sources of info about traffic signs and regulations	1. Intersections on multi-lane roads 2. Obey traffic laws 3. How to use crosswalks 4. Educating drivers on ped/bike safety	Impaired pedestrians
What types of messages are most likely to have the most impact?	Graphic and explicit descriptions of motor vehicle crashes and the impact on families	Graphics and visuals	Graphics and visuals	Not addressed
What are the best "media" for getting the messages across?	TV, radio, print – may differ by location	Distribute info via TV, radio, transit, churches, schools, supermarkets, etc.	Distribute info via TV, radio, transit, churches, schools, supermarkets, etc.	Report, slide program with presenter's guide, educator's guide, brochures, telenovelas.
Which Hispanic groups should be targeted?	Young inexperienced drivers, recent immigrants, rural residents, elderly drivers, unlicensed and uninsured drivers	Children, new immigrants, seniors	Hispanics of Mexican origin, males, ages 21-29	Older pedestrians and children
Which age groups should be targeted?	Young and elderly drivers	Children, seniors	21-29	Older pedestrians and children
Should different cultural groups be targeted?	Not addressed	No one cultural group is most at risk	Mexican origin	Did not target specific groups
Should materials be presented just in Spanish, or in English as well?	Spanish only English only Spanish & English	Bilingual	Bilingual	Spanish Bilingual

Table 1 (continued) Questions Addressed in the Literature

Questions	Literature			
	Pedestrian Safety Campaign Planner	¡Yo camino – yo cuento!	Mecklenburg Safe Communities Program	Corazón di mi vida
In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?	1. Driver yielding to pedestrians 2. Pedestrian understanding of signals 3. Pedestrian visibility	Not addressed	Not addressed	Not addressed
What types of messages are most likely to have the most impact?	Emotional appeal	1. Slogans that encourage walking 2. Illustrations of comic strip characters enjoying walking	1. Photos and verbal info 2. Impacts of crashes on families	Value of family as reason to practice passenger safety
What are the best “media” for getting the messages across?	TV, radio, print, brochures	Billboards, door decals, brochures	Radio and print	Hangers, tags, bumper stickers, games, video – distributed through parent gatherings, religious blessings, press conferences, safety seat clinics
Which Hispanic groups should be targeted?	Not addressed	Did not target specific groups	Did not target specific groups	Did not target specific groups
Which age groups should be targeted?	Young drivers Working age adult pedestrians	Did not target specific groups	Did not target specific groups	Parents of young children
Should different cultural groups be targeted?	Did not target specific groups	Did not target specific groups	Did not target specific groups	Did not target specific groups
Should materials be presented just in Spanish, or in English as well?	Bilingual	Spanish Bilingual	Spanish only	Bilingual

Table 1 (continued) Questions Addressed in the Literature

Questions	Literature			
	Street Smart 2004 Campaign	The Madrina-Padrino Public Safety Project	Traffic Safety in Communities of Color	Traffic Safety in Latino Communities
In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?	1. Pedestrian laws in crosswalks 2. Drivers yielding to pedestrians in crosswalks 3. Improving driver and pedestrian behavior	Not addressed	Not addressed	Not addressed
What types of messages are most likely to have the most impact?	"Imagine the impact" of a crash on the lives and families of pedestrians and drivers	Did not discuss specific messages	Family-oriented, highly personalized, non-confrontational	1. Clear, consistent, and free of jargon 2. Reflect real life 3. Address cultural factors
What are the best "media" for getting the messages across?	TV, radio, print ads, transit, posters, handouts, enforcement activities	Media outreach through newspaper stories and TV news coverage	Comprehensive efforts that involve law enforcement, educators, city planners, media representatives, community leaders, physicians, national organizations	TV, fotonovelas
Which Hispanic groups should be targeted?	Drivers (of all ethnic and racial groups)	Recent immigrants	Highest-risk groups	Recent immigrants
Which age groups should be targeted?	Males 18-34	Did not target specific groups	Highest-risk groups	Not addressed
Should different cultural groups be targeted?	Did not target specific groups	Did not target specific groups, but population of pilot sites is mostly Mexican	Not addressed	Report does not specify groups; acknowledges variety of cultural orientations
Should materials be presented just in Spanish, or in English as well?	Bilingual	Not specified in report	Not addressed	Not specified in report

1.4 Additional Questions

The reports and campaigns reviewed also shed light on two additional questions: how different is the Hispanic population from the general population (other than language issues), and how effective are the methods currently used on the general population.

For the first question, the family is one of the most powerful institutions so any public awareness campaign must feature the family (according to Highway Safety Needs of U.S. Hispanic Communities: Issues and Strategies). This theme has been featured in various campaigns. These include the Yo camino – yo cuento (which features billboards depicting a happy family walking together), the Mecklenburg Safe Communities Program (which includes a RadioNovela in which a woman is concerned about how she and her children will manage after her husband has died in a traffic crash) and the Madrina-Padrino Public Safety Project (just as a Latino child may have a madrina (godmother) and padrino (godfather) to ensure his/her safety, individuals and organizations are encouraged to serve as madrinas and padrinos to the community).

Regarding the second question, the Street Smart campaign conducted in 2004 included TV, radio, newspaper and transit ads, public relations activities, and posters and handouts. A similar campaign was conducted in 2002. Surveys of motorists indicated increased awareness of the campaign and of police efforts to crack down on drivers who did not yield to pedestrians. However, the motorist-reported incidence of (1) pedestrians walking without concern for motor vehicles and (2) drivers not yielding to pedestrians in crosswalks remained the same after the campaign as it was before.

FHWA's Pedestrian Safety Campaign includes TV, radio and print ads with messages pertaining to motorist yielding to pedestrians, pedestrians looking before they cross and pedestrian understanding of traffic signals. This campaign is being tested in three cities – Missoula, MT, Oceanside, CA and Washington, DC. An ongoing research project, scheduled to be completed in September 2005, is evaluating the effectiveness of the campaigns with respect to (1) pedestrian and motorist awareness of the campaigns, (2) pedestrian and motorist understanding of safe and legal behaviors, and (3) observed pedestrian and motorist behaviors.

2. Highway Safety Needs of U.S. Hispanic Communities: Issues and Strategies

Agency: NHTSA
Date of Report: September 1995

2.1 Introduction

This NHTSA study identified the highway safety needs of Hispanic communities in the U.S. The researchers obtained information from agency and organization representatives and focus group participants.

2.2 Abstract (copied from report)

Growing diversity within the U.S. population is presenting new challenges to the National Highway Traffic Safety Administration and other agencies that serve the public. One of the fastest growing demographic groups is the Hispanic population. The term Hispanic encompasses a number of communities that differ in their cultural heritage. The objective of this study was to identify the highway safety needs of Hispanic communities within the United States. The study also explored how best to promote highway safety issues to those communities and identified similarities and differences among the Hispanic communities on highway safety issues. Telephone discussions were held with representatives of public and other agencies actively engaged with Hispanic communities in California, Texas, Colorado, the District of Columbia, New York City/New Jersey and Florida. In addition, focus groups were conducted with adolescent males, young adult males, young adult females and parents of young children.

Drinking and driving was the safety problem most frequently identified by the organizational representatives and community members, followed by nonuse of safety belts. In promoting health and safety, community members recommended developing themes that have some relationship to their lives, and agreed that the family is one of the most powerful symbols in the Hispanic community. The organizational representatives emphasized the importance of personal contact and establishing relationships within the community.

2.3 Summary

This report addresses the following highway safety problems that were identified by agency and organization representatives and focus group participants:

1. Drinking and driving
2. Speeding
3. Inattention
4. Seat belt use
5. Child safety seat use

Drinking and driving was mentioned most often by both agency and organization representatives and focus group participants. Many reasons were cited, including alcohol consumption as proof of manhood and lack of knowledge about the effects of alcohol on driving ability.

Study participants agreed that the family is one of the most powerful symbols in the Hispanic community. As stated on page 93,

“All study participants emphasized that any public awareness campaign for the Hispanic community must feature the family. According to one Texas participant, anything that is viewed

as dangerous for the family reaches the entire community, so the safety of the family can be a key message.”

Agency and organization representatives and focus group participants found that the following strategies have been effective in their communities for communicating health and safety information:

1. Realistic messages
2. Person-to-person contact
3. Public service announcements
4. Message delivery through schools, churches, and community-based organizations

Based on their experience in developing and implementing programs, agency and organization representatives determined that the following strategies would not work in Hispanic communities. Focus group participants corroborated many of these.

1. Impersonal approaches
2. The use of aggressive or enforcement-oriented messages
3. The tendency to ignore the diversity within Hispanic communities
4. Presentations that come across as disrespectful or condescending
5. Excluding key members of the community from program development and implementation.

2.4 Questions answered

What types of messages are most likely to have the most impact? What tone should the messages have? Should humor be used, or would messages with “shock value” have more impact?

Focus group participants called for graphic and explicit descriptions of motor vehicle crashes and the impact on families. This suggests that “shock value” may be also appropriate for pedestrian- and bicyclist-oriented messages.

What are the best “media” for getting the messages across? Should the messages ultimately be delivered in newspaper or magazine ads? Would television ads be effective?

*“Study participants, particularly in urban areas, viewed television as the medium with the most potential for disseminating traffic safety information to the Hispanic population.” (page 95)
However, page 119 of the report notes that the most effective medium – radio, television or print materials - may differ by location.*

Which Hispanic groups should be targeted and why? Which age groups of Hispanics should be targeted and why?

Study participants identified young inexperienced drivers, recent immigrants, rural residents, elderly drivers, and unlicensed and uninsured drivers as Hispanic driver groups that more often seem to display unsafe behaviors as drivers and passengers.

Should materials be presented just in Spanish, or in English and Portuguese as well?

Materials may be presented in Spanish only, English only, or both Spanish and English, depending on the target audience.:

- *“Bilingual materials are generally preferred, but English only may sometimes be appropriate.” (page 119)*
- *“A common mistake according to some agency representatives is the assumption that all Hispanics want to speak Spanish. According to one participant, this is patronizing and can be a turnoff.” (page 111)*
- *“Recent immigrants may require basic information presented in Spanish.” (page xi)*

The preferred language depends on age and acculturation (i.e., recent immigrant versus second generation). This report did not include Portuguese.

2.5 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

This report does not address pedestrian and bicycle safety.

Which Hispanic groups should be targeted and why? Which age groups of Hispanics should be targeted and why?

Study participants identified young inexperienced drivers, recent immigrants, rural residents, elderly drivers and unlicensed and uninsured drivers as groups that more often seem to display unsafe behaviors as drivers and passengers. Crash data should be analyzed to determine whether these groups are over-represented in pedestrian and bicycle crashes. Input from focus groups should be solicited to determine the groups to be targeted for pedestrian and bicycle safety messages.

Should different cultural groups be targeted and why?

Crash data should be analyzed to determine which cultural groups are over-represented in pedestrian and bicycle crashes. Input from focus groups should be solicited to determine the groups to be targeted for pedestrian and bicycle safety messages.

3. Hispanic Pedestrian and Bicycle Safety: Report of Focus Group Discussions in Washington, New York, Miami, and Los Angeles

Agency: The Media Network, Inc. and Center for Applied Research
Website: http://safety.fhwa.dot.gov/ped_bike/docs/fhwanhtsa.htm
Date of Report: July 2004

3.1 Introduction

This report presents the results of eight focus groups with Hispanic bicyclists and pedestrians. A companion report, *The Pedestrian and Bicyclist Highway Safety Problem As It Relates to the Hispanic Population in the United States*, discusses the characteristics of fatal crashes in which Hispanic pedestrians and bicyclists were involved.

3.2 Executive Summary (copied from Executive Summary)

The Federal Highway Administration (FHWA) and National Highway Transportation Safety Administration (NHTSA) contracted with The Center for Applied Research (CAR) and its subcontractor The Media Network, Inc. (TMN) to conduct research related to Hispanic pedestrian and bicycle safety. As part of this research, TMN and CAR investigated crash statistics for this population group, made contacts to Hispanic organizations to collect information and build partnerships, and held eight (8) focus groups with Hispanic bicyclists and pedestrians. This research was designed to enable FHWA/NHTSA to better understand the attitudes and beliefs of Hispanics living in the U.S. concerning these issues. The results will allow FHWA/NHTSA to develop effective communication strategies and programs that will complement its existing information and services to promote safety and decrease fatalities and injuries among Hispanic bicyclists and pedestrians.

This report primarily presents results from the focus group portion of this research, although we briefly discuss the partnership-building component to add context. TMN facilitated eight (8) focus groups with adults in Washington, DC, New York, Miami and Los Angeles. Participants were Hispanic men and women, over the age of 18, who either walked or rode their bicycles regularly. Sixty-two (62) adults participated in these groups, twenty-eight (28) men and thirty-four (34) women. Three participants were born in the US; eleven were born in Puerto Rico. The remainder were born in other countries.

Table 2 shows the number of participants by age group.

Table 2 Number of Participants by Age Group

Age Group	Number of Participants
18-29	11
30-39	16
40-49	14
50-59	11
60-69	6
70-79	3
80 and over	1

3.3 Summary

Of the 62 participants, 35 participated in the pedestrian safety focus groups and 27 participated in the bicycle safety focus groups. Each group was conducted in Spanish by a professional bilingual moderator. This report summarizes the focus group findings by topic (such as general awareness of traffic signs and regulations, differences in traffic between Latino countries and the U.S., etc.) and includes quotes from participants. The Appendix includes the moderator's guide and screening form in both English and Spanish.

3.4 Questions answered

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

- *General awareness of traffic signs and regulations – In both the pedestrian and bicyclist focus groups, the participants were familiar with some aspects of the U.S. traffic system, including signs, signals, and laws. However, their knowledge was somewhat vague. For example, some pedestrians were unsure of what the blinking hand meant at a crosswalk. Several bicyclists questioned whether biking rules existed. In addition, some participants were confused by traffic signs in English.*
- *Sources of information about traffic signs and regulations – Participants in both the pedestrian and bicyclist focus groups reported that there is a lack of basic information on pedestrian and bicycle safety. The main sources of knowledge were their peers and taking the driver's exam.*

What types of messages are most likely to have the most impact? What are the best “media” for getting the messages across? Could the messages be effectively promoted in specific locations frequented by Hispanics? Should the messages ultimately be delivered in newspaper or magazine ads? Would television ads be effective?

Participants in the pedestrian focus groups suggested that information be distributed via television, radio, public transit stations, commercials, soap operas, soccer games, PSAs, churches, schools and supermarkets. They were not interested in receiving information via the Internet. Materials should include graphics and other visuals, and not rely too heavily on text.

In the bicyclist focus groups, participants suggested that information be distributed via media outlets – radio, newspaper, television, and magazines, doctor's offices, churches, schools, community centers, bus shelters, the Internet, supermarkets, libraries, Hispanic neighborhoods, motor vehicle offices, and bike stores. They also suggested word-of-mouth advertising campaigns with commercials, posters, flyers, bumper stickers, a bicycle race, and manuals and maps for bicyclists.

Should materials be presented just in Spanish, or in English and Portuguese as well?

Participants in both the pedestrian and bicyclist focus groups said that materials should be bilingual in Spanish and English. The focus groups did not include Portuguese.

Which Hispanic groups should be targeted and why? Are any groups over-represented in pedestrian and bicycle crashes? Which age groups of Hispanics should be targeted and why?

Focus group participants said that children were most likely to be in a crash but also mentioned new immigrants, seniors and those who are less informed about the laws as being at increased risk of a crash.

Should different cultural groups be targeted and why? Do their cultural differences have an impact on their involvement in pedestrian and bicycle crashes?

Focus group participants did not think that any one cultural group (such as Mexicans, Puerto Ricans, or Central Americans) was most at risk. Moreover, both pedestrian and bicyclist focus group participants agreed that while each Hispanic culture is unique, the differences among Hispanic cultures as they pertain to pedestrian and bicycle safety are relatively minor.

3.5 Outstanding questions

Should materials be presented just in Spanish, or in English and Portuguese as well?

The focus groups did not include Portuguese.

4. The Pedestrian and Bicyclist Highway Safety Problem as It Relates to the Hispanic Population in the United States

Agencies: Center for Applied Research, Inc. and The Media Network, Inc.
Date of Report: 2004

4.1 Introduction

This report describes the extent of the involvement of Hispanics in pedestrian and bicycle crashes.

4.2 Summary

FHWA and NHTSA sponsored research related to Hispanic pedestrian and bicycle safety. This report presents crash statistics and summarizes the results of focus groups. A companion report, *Hispanic Pedestrian and Bicycle Safety*, presents the focus group results in detail.

The authors analyzed FARS data from 1999 through 2003. They examined pedestrian and bicyclist fatalities by ethnicity, gender, age and alcohol involvement. For the analysis summarized below, Hispanics were divided into five subgroups: Mexican, Puerto Rican, Cuban, Central or South American, European Spanish or other.

The analysis revealed that

1. There were 2,723 Hispanic pedestrians killed in crashes. This accounted for 16.3% of all pedestrian fatalities.
2. There were 393 Hispanic bicyclists killed in crashes. This accounted for 15.9% of all bicyclist fatalities.
3. 1,388 male pedestrians of Mexican origin were killed in crashes. Of these, 23.4% had alcohol involvement. The level of alcohol involvement among all Hispanic pedestrians who were killed in crashes was 22.2%.
4. 252 male bicyclists of Mexican origin were killed in crashes. Of these, 15.5% had alcohol involvement. This was the highest level of alcohol involvement among the Hispanic subgroups. The level of alcohol involvement among all Hispanic bicyclists who were killed in crashes was 13.2%.

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In further analysis, the authors examined the distributions of crash characteristics for three groups: Non-Hispanic Whites, Non-Hispanic Blacks and Hispanics. This additional analysis revealed that

1. Pedestrian fatalities among Hispanics were more likely to occur in urban areas (79.9%) than pedestrian fatalities among Non-Hispanic Whites (64.4%) or Non-Hispanic Blacks (73.3%).
2. Bicyclist fatalities among Hispanics were more likely to occur in urban areas (78.6%) than bicyclist fatalities among Non-Hispanic Whites (60.3%) or Non-Hispanic Blacks (68.9%).
3. Bicyclist fatalities among Hispanics were more likely to occur at or near an intersection (37.4%) than bicyclist fatalities among Non-Hispanic Whites (27.9%) or Non-Hispanic Blacks (32.6%).

4.3 Questions answered

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

The authors point out that about one-fifth of fatal pedestrian crashes are intersection or intersection-related. About 9 percent of fatal pedestrian crashes occur at a signalized intersection. These numbers are applicable to both Hispanic and non-Hispanic pedestrian fatalities. Based on these numbers, they conclude that “Pedestrian safety programs that target crashes at signalized intersections and/or pedestrian crosswalk locations are not focusing on the location of most fatal pedestrian crashes, including those involving Hispanics”. (p. 25, emphasis added)

According to the authors, intersections on multi-lane roadways are a potential topic for educational programs that target Hispanic bicyclists.

The authors also recommend that (1) campaigns should focus on the need to obey traffic laws, how to use crosswalks, and pedestrian/bicyclist rights and responsibilities; and (2) local programs should focus on the specific pedestrian/bicyclist problems in each community.

Pedestrian focus group participants suggested these pedestrian safety-related areas: stopping at every light, looking both ways before crossing the street, obeying the laws, respecting the lights, crossing only in pedestrian walkways, education about what to do at yellow lights, and education about how cars can slide in snow and bad weather.

Bicycle focus group participants were interested in information on laws, precautions, risks, and positive and negative things about being a bicyclist. They also thought that educating drivers on bicycle safety was critical.

What types of messages are most likely to have the most impact? What are the best “media” for getting the messages across?

Participants in the pedestrian focus groups suggested that information be distributed via television, radio, public transit stations, commercials, soap operas, soccer games, PSAs, churches, schools and supermarkets. They were not interested in receiving information via the Internet. Materials should include graphics and other visuals, and not rely too heavily on text.

In the bicyclist focus groups, participants suggested that information be distributed via media outlets – radio, newspaper, television, and magazines, doctor’s offices, churches, schools, community centers, bus shelters, the Internet, supermarkets, libraries, Hispanic neighborhoods, motor vehicle offices, and bike stores. They also suggested word-of-mouth advertising campaigns with commercials, posters, flyers, bumper stickers, a bicycle race, and manuals and maps for bicyclists.

Should materials be presented just in Spanish, or in English and Portuguese as well?

Participants in both the pedestrian and bicyclist focus groups said that materials should be bilingual in Spanish and English.

Which Hispanic groups should be targeted and why? Are any groups over-represented in pedestrian and bicycle crashes?

Hispanics of Mexican origin for roughly two-thirds of all fatalities among Hispanic pedestrians and bicyclists. Among all Hispanics, about 67 percent of pedestrian fatalities and 89 percent of bicyclist fatalities occurred to males. A higher percentage of fatalities among Hispanic pedestrians and bicyclists occurred to those in the 21-29 age group, compared to non-Hispanic pedestrians and bicyclists.

Which Hispanic groups should be targeted and why? Should different cultural groups be targeted and why? Do their cultural differences have an impact on their involvement in pedestrian and bicycle crashes?

The authors recommend that drinking by pedestrians and bicyclists of Mexican origin be addressed by pedestrian and bicycle safety campaigns.

4.4 Outstanding questions

Should materials be presented just in Spanish, or in English and Portuguese as well?

The focus groups did not include Portuguese.

5. Pedestrian Safety Program for Hispanic Populations

Agency: NHTSA

Website:

http://www.nhtsa.dot.gov/people/injury/pedbimot/bike/pedestrian_safety.html

Date of Program: Not specified

5.1 Introduction

NHTSA's three-part program, *Caminando a Través de los Años* (Walking Through the Years), is intended to address the needs of the Hispanic population.

5.2 Summary

NHTSA is developing a three-part Spanish-language pedestrian safety program, *Caminando a Través de los Años* (Walking Through the Years). The first two components are available from NHTSA's Office of Communications and Outreach. The first component targets older pedestrians. It consists of a report, a slide program with a presenter's guide, a brochure and a video telenovela. The second component addresses risks to child pedestrians and targets parents and other adult caregivers. The materials include a telenovela entitled "Amigos para Siempre" (Friends Forever), a bilingual brochure and an educator's guide. The third component is under development. It will deal with the impaired pedestrian problem.

5.3 Questions answered

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

The third component of this program is under development and will deal with impaired pedestrians.

What are the best "media" for getting the messages across?

This program uses a report, a slide program with a presenter's guide, an educator's guide, brochures and telenovelas.

Which Hispanic groups should be targeted and why?

Which age groups of Hispanics should be targeted and why?

This program targets older pedestrians and children.

Should materials be presented just in Spanish, or in English and Portuguese as well?

This program includes Spanish telenovelas and a bilingual brochure. The description does not indicate whether the report and the slide program are in Spanish or in English, or both. The program does not appear to include Portuguese.

5.4 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

This program does not address bicycle safety.

What types of messages are most likely to have the most impact? What tone should the messages have?

The description does not indicate what messages are conveyed in the program.

Should different cultural groups be targeted and why?

This program does not appear to target different cultural groups.

6. Pedestrian Safety Campaign Planner: A Step-by-Step Guide and Materials to Implement a Public Information and Education Campaign for Pedestrian Safety

Agency: FHWA
Contact: Tamara Redmon (tamara.redmon@fhwa.dot.gov)
Federal Highway Administration
400 Seventh Street, SW
Room 3407
Washington, DC 20590
Date of Report: 2003

6.1 Introduction

FHWA's Pedestrian Safety Campaign Planner consists of a how-to guide, a video with TV PSAs, brochures, posters, an audio CD with radio PSAs and data CDs with print ads, posters, brochures, slides, TV PSAs, press releases and newspaper articles. Any community or organization can use these materials to promote pedestrian safety.

6.2 Summary

The PSAs, posters and brochures are available in English. No TV or radio PSAs were made in Spanish; only print PSAs, some articles and some posters are available in Spanish. The decision to include Spanish language materials was not based on concrete analysis. The TV PSAs include two directed at drivers and two at pedestrians. Five of the six radio PSAs are aimed at drivers. Six print PSAs target drivers and four target pedestrians. The brochures address pedestrians wearing reflective materials and the meaning of the pedestrian signals. Most of the TV, radio and print PSAs rely heavily on emotional appeals. For example, one print PSA depicts two paramedics tending to an injured girl lying on the pavement. In the English version, text superimposed over the photo reads, "I should have seen the little girl in the crosswalk". Large text at the bottom reads "Stop for Pedestrians. Think of the Impact You Could Make."

As another example, in one of the radio PSAs, a young girl's voice can be heard over the sounds of traffic. She is upset as she asks, "Why was that driver in such a hurry? He was looking for other cars as he turned the corner. He wasn't looking for my mom in the crosswalk." The sound of tires screeching, a scream, and then a shattering windshield are heard next, followed by silence. Full of anguish, the girl continues, "I really miss her..." The narrator then says, "Please look for pedestrians. Stop for them. Think of the impact you can make. A message from the Federal Highway Administration."

FHWA's Pedestrian Safety Campaign is being tested in three cities – Missoula, MT, Oceanside, CA and Washington, DC. An ongoing research project, scheduled to be completed in September 2005, is evaluating the effectiveness of the campaigns with respect to (1) pedestrian and motorist awareness of the campaigns, (2) pedestrian and motorist understanding of safe and legal behaviors, and (3) observed pedestrian and motorist behaviors.

6.3 Questions Answered

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

The key pedestrian safety-related areas are:

- *Driver yielding to pedestrians in unmarked crosswalks*
- *Right- and left-turning drivers yielding to pedestrians in signalized crosswalks*
- *Pedestrian understanding of the WALK and DON'T WALK signals*
- *Pedestrian understanding of the need to be visible*

The Planner does not specify whether these safety-related areas would be different depending on ethnicity/race.

What types of messages are most likely to have the most impact?

The campaign relies mostly on messages with emotional appeal, for example, a driver distraught over having hit a pedestrian or a family member in anguish over having lost a loved one in a pedestrian crash. The Planner does not specify which messages may have a greater impact on a Hispanic audience.

What are the best “media” for getting the messages across? Could the messages be effectively promoted in specific locations frequented by Hispanics?

The Planner includes a variety of TV, radio and print PSAs. Suggested places for print PSAs include company and organizational newsletters, billboards, and store flyers. Brochures can be distributed through direct mail, in schools and offices, at performances, in restaurants, and other venues. The Planner does not suggest locations specifically for Hispanics.

Which age groups of Hispanics should be targeted and why?

The campaign targets young drivers and working-age adult pedestrians. The Planner does not specify whether the age groups would be different depending on ethnicity or race.

Should materials be presented just in Spanish, or in English and Portuguese as well?

English TV and radio PSAs, posters and brochures are available; Spanish versions of the print PSAs, some posters and some brochures are available. The campaign materials do not include Portuguese.

6.4 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

This campaign does not address bicycle safety.

Which Hispanic groups should be targeted and why?

This campaign does not target specific Hispanic groups such as migrant workers or recent immigrants.

Should different cultural groups be targeted and why?

This campaign does not target different cultural groups.

7. ¡Yo camino - yo cuento!

Agency: North Central Texas Council of Governments
Date of Program: September 2003

7.1 Introduction

The purpose of the ¡Yo camino - yo cuento! (I walk – I count!) campaign is to encourage people to walk more often for short, purposeful trips.

7.2 Summary

This campaign, developed by the North Central Texas Council of Governments, encourages people to walk more often for short, purposeful trips. The Jefferson Boulevard and Bishop Arts area of Dallas was selected as the first district to be targeted by the campaign. A group of key stakeholders (not specified in the press release) formed a committee to provide input and direction on potential strategies, as well as messages and graphics, for the campaign. Characters from the Baldo comic strip are featured in the campaign materials, which include billboards, door decals and brochures. The billboards contain the slogan “Una Familia Activa Vive Mejor. ¡Camina!” (An Active Family Lives Better. Walk!), and will be installed at strategic locations around the district. The door decals contain the logo, “¡Entrale! Come in!” The Baldo comic strip characters are also featured on a bilingual brochure, “Caminar - ¡Un hábito que vale la pena fomentar!” (Walking - A habit worth forming!) The brochure lists reasons to walk, suggestions on destinations, safety tips, walking gear tips, steps to fitness walking, and walking goals.

7.3 Questions answered

What types of messages are most likely to have the most impact?

What are the best “media” for getting the messages across? Could the messages be effectively promoted in specific locations frequented by Hispanics?

This campaign relies on slogans that encourage walking and illustrations of comic strip characters who are enthusiastic about walking. The materials include billboards, door decals and brochures. The billboards are placed at strategic locations and the door decals are placed on public entrances. The brochure contains “how-to” information on walking. The press release does not indicate where the brochures will be distributed.

Should materials be presented just in Spanish, or in English and Portuguese as well?

The billboards are in Spanish, and the door decals are in both Spanish and English; the brochures are also bilingual. The campaign materials do not include Portuguese.

7.4 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

Although the brochure provides safety tips such as “always walk facing traffic”, this campaign does not address topic areas such as understanding of pedestrian signals or impaired pedestrians. This campaign does not address bicycle safety.

Which Hispanic groups should be targeted and why?

Which age groups of Hispanics should be targeted and why?

This campaign did not target specific Hispanic groups such as migrant workers or recent immigrants.

Should different cultural groups be targeted and why?

This campaign does not target different cultural groups.

8. Mecklenburg Safe Communities Program – Campaign to Reduce Drinking and Driving Among Latinos in the Community

Agency: Mecklenburg Safe Communities
Website: http://www.nlci.org/kits/corazon_intro%20page.htm
Date of Program: July 2002

8.1 Introduction

Piensa en las Consecuencias (Think about the Consequences) is a campaign that uses printed booklets and radio announcements to target drinking and driving among Hispanic drivers in North Carolina.

8.2 Summary (adapted from <http://www.safecommunities.net/release6.html>)

In 2002, the Mecklenburg County Safe Communities Program in North Carolina produced culturally sensitive materials to reduce drinking and driving among Latinos in the county. From focus groups they learned:

- Use of photos and verbal information as opposed to a large amount of text was important
- Focusing on consequences to the family should be central
- Participants thought the messages should be seen and heard in a variety of places
- Many participants felt they could still drive after drinking eight or more drinks

The title of the materials is *Piensa en las Consecuencias* (Think about the Consequences). The materials also directly state, "si bebes, no manejes" or "if you drink, don't drive."

Following the research, two RadioNovelas (public service announcements) and a PhotoNovela (booklet) were produced. The first RadioNovela involves a woman being informed by a police officer that her husband has died in an impaired driving crash. The woman is concerned about taking care of the family and how they will manage without her husband. The second RadioNovela involves a man who has been injured in a drunk driving crash. A physician informs him that he was unable to save his leg during an emergency operation. The man is then concerned about how he will be able to take care of his family. The PhotoNovela booklet is a series of photographs that tell a story (not specified). It is a genre popular among Latinos.

8.3 Questions answered

What types of messages are most likely to have the most impact? What tone should the messages have? Should humor be used, or would messages with "shock value" have more impact?

Focus group participants indicated that the use of photos and verbal information was important. The two RadioNovelas portray impacts of motor vehicle crashes on families.

What are the best "media" for getting the messages across?

This campaign used radio and print media. The report does not identify the radio station(s).

Should materials be presented just in Spanish, or in English and Portuguese as well?

This campaign used Spanish materials – two RadioNovelas and one PhotoNovela. It did not include English, or Portuguese.

8.4 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

This campaign did not address pedestrian and bicycle safety.

Which Hispanic groups should be targeted and why? and

Which age groups of Hispanics should be targeted and why?

This campaign did not target specific Hispanic groups or age groups.

Should different cultural groups be targeted and why?

This campaign did not target different cultural groups.

9. Corazón di mi vida – Preliminary Findings: Yearlong Pilot Test

Agency: National Latino Children’s Institute
Website: http://www.nlci.org/kits/corazon_intro%20page.htm
Date of Program: February 2001

9.1 Introduction and Summary (copied from <http://www.nlci.org/kits/Corazon%20report01.htm>)

The word *corazón* means “heart” when translated literally from Spanish, but like many Spanish words the cultural meaning is more complex. *Corazón* is an endearment used among family members and loved ones. *Corazón de mi vida* conveys a deeper message—“you are the center of my life.” This concept is the focus of a new initiative to inform Latino families about the importance of placing their young children in child safety restraints. The public information messages and outreach strategies to Latino families utilize the concept (loosely translated) this way:

“You are the center of my life, and I love you so much that I will...
...put you in a car seat.”
...put you in the backseat.”
...wear my own seat belt.”

Corazón de mi vida was developed by the National Latino Children’s Institute in partnership with the National Highway Traffic Safety Administration (NHTSA) and Nationwide Insurance. The remarkable partnership brought together the best thinking about what works in the Latino community with resources from the public and private sectors.

Corazón de mi vida was tested with diverse Latino populations in ten cities. In every city, a community-based organization took the lead in carrying out the project.

1. Chicago, IL
2. Dallas, TX
3. Denver, CO
4. El Paso, TX
5. Grandview, WA
6. Laredo, TX
7. Los Angeles, CA
8. McAllen, TX
9. Plainfield, NJ
10. San Antonio, TX

Preliminary findings for the *Corazón de mi vida* project indicate that Latinos will become more conscious of child passenger safety, buckle up their children in correctly installed safety seats and use their own seat belts when they receive safety information through culturally heartfelt messages delivered by trusted family members or community leaders.

9.3 Questions answered

What types of messages are most likely to have the most impact?

This campaign centered on the value of the family as the reason to practice passenger safety. The central concept was “Corazón de mi vida” (You are the center of my life).

What are the best “media” for getting the messages across? Could the messages be effectively promoted in specific locations frequented by Hispanics?

The materials included a variety of hangers, tags, bumper stickers, lotería games, and a video. They were disseminated through parent plática, press conferences, safety seat blessings and safety seat clinics. The parent plática were gatherings held at Head Start and childcare centers, churches, clinics and community centers. Participants received materials and watched a demonstration of how to correctly install a child safety seat. Frequently, participants received a gift voucher for a child safety seat.

In a safety seat blessing, a religious leader blesses the child safety seats to be distributed and reminds parents that they have been entrusted with their child’s well-being.

Which age groups of Hispanics should be targeted and why?

This campaign targeted parents of young children.

Should materials be presented just in Spanish, or in English and Portuguese as well?

This campaign conveyed information in both Spanish and English. It did not include Portuguese.

9.4 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

This campaign did not address pedestrian and bicycle safety.

Which Hispanic groups should be targeted and why?

This campaign did not target specific Hispanic groups such as migrant workers or recent immigrants. However, the report recommends that future projects include outreach activities and messages for immigrant groups, who may not be familiar with the latest information on child passenger safety.

Should different cultural groups be targeted and why?

This campaign did not target different cultural groups.

10. Street Smart 2004 Campaign, Washington, DC

Agency: Metropolitan Washington Council of Governments (Draft summary by DesignHouse, August 17, 2004)
Contact: Michael Farrell, mfarrell@mwkog.org
Date of Report: August 17, 2004

10.1 Introduction/Summary

Street Smart is a pedestrian and bicycle safety and public awareness program in the Washington, DC metropolitan area. The goal is to educate the public on pedestrian and bicycle safety issues and laws. Street Smart started in 2002, and the most recent implementation took place in April 2004.

10.2 Questions answered

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

The 2004 campaign was evaluated in terms of

- 1. Increasing public awareness of pedestrian safety in general and regarding pedestrian laws in crosswalks in particular*
- 2. Increasing public awareness of police enforcement of drivers yielding to pedestrians in crosswalks*
- 3. Improving driver and pedestrian behavior.*

The survey was administered in English only, so many Hispanics did not have an opportunity to provide input.

What types of messages are most likely to have the most impact? What tone should the messages have? Should humor be used, or would messages with “shock value” have more impact?

Campaign materials urged drivers to “Imagine the Impact” of a crash on the lives and families of pedestrians, cyclists, and drivers. This suggests that “shock value” is appropriate in pedestrian- and bicyclist-oriented messages.

What are the best “media” for getting the messages across? Might the messages be communicated by posters at bus shelters or as “safety tips” on transit timetables, where the messages would actually be in context? Should the messages ultimately be delivered in newspaper or magazine ads, and if so, what newspapers and magazines are most often read by Hispanics? Would television ads be effective, and if so, on which channels should they be broadcast?

Street Smart utilized multiple resources and media: TV and radio spots, print ads, outdoor media including transit shelters and bus backs, posters, handouts, and more. Enforcement activities (pedestrian stings) were also conducted. Spanish media included Telemundo (TV), El Tiempo Latino (newspaper) and some transit shelter signs. There were no magazine ads.

Which age groups of Hispanics should be targeted and why?

Males ages 18 to 34 (of all ethnic and racial groups) were targeted because they are the primary offenders in pedestrian safety issues.

Should materials be presented just in Spanish, or in English and Portuguese as well?

Street Smart conveyed information in both English and Spanish. It did not include Portuguese.

10.3 Outstanding questions

Which Hispanic groups should be targeted and why?

This campaign did not target specific Hispanic groups such as migrant workers or recent immigrants. Drivers (of all ethnic and racial groups) were the primary target.

Should different cultural groups be targeted and why?

This campaign did not target different cultural groups.

11. The Madrina—Padrino Public Safety Project

Agency: Hispanic American Police Command Officers Association (HAPCOA)
Website: <http://www.hapcoa.org/mpp/index.php?doc=description>
Date of Program: 2004

11.1 Introduction

HAPCOA's Madrina-Padrino Public Safety Project (MPPSP) is a pilot educational program on traffic and traffic safety, developed with support from the Office of Community Oriented Policing Services and NHTSA. It educates providers at community-based organizations who in turn can educate recent Hispanic immigrants whom they serve.

11.2 Summary

The MPPSP seeks to involve the whole community, including law enforcement, to focus on educating the Latino community, or one segment of the whole. The goals are to increase

1. Understanding of traffic safety laws and enforcement among a small group of intermediaries that serve recently arrived Latino immigrants
2. Capacity of intermediaries to deliver educational trainings to recently arrived Latino immigrants
3. Understanding of the traffic safety needs of intermediaries and recent Latino immigrants among law enforcement officers in order to improve relations between the two groups

Just as a Latino child's *madrina* (godmother) and *padrino* (godfather) ensure the child's safety, the MPPSP relies on individuals and organizations to serve as *madrinas* and *padrinos* to ensure the community's safety and to counsel, advocate for and strengthen families in the pursuit of greater public safety.

The pilot test sites are Los Angeles, San Antonio and Tucson. These were selected because they have large Hispanic populations, including many recent immigrants.

11.3 Questions answered

What are the best "media" for getting the messages across?

Media outreach strategies include:

1. *Publishing feature stories in Hispanic newspapers to create interest and build trust between the Hispanic community and law enforcement*
2. *Using Hispanic newspapers and radio to promote the education and training to be offered by community-based organizations*
3. *Securing TV news coverage of training*

Which Hispanic groups should be targeted and why?

The MPPSP targets recent immigrants.

11.4 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

The MPPSP is about traffic safety in general, so pedestrian and bicycle safety is not singled out.

What types of messages are most likely to have the most impact?

The project description does not discuss specific types of messages.

Which age groups of Hispanics should be targeted and why?

The project description does not mention any specific age groups.

Should different cultural groups be targeted and why?

The MPPSP does not explicitly target different cultural groups, but the Hispanic population of the project sites – Los Angeles, Tucson and San Antonio – is primarily Mexican.

Should materials be presented just in Spanish, or in English and Portuguese as well?

The project description does not mention whether training and outreach will be in Spanish only, or in both Spanish and English. It does not mention Portuguese.

12. Traffic Safety in Communities of Color

Agency: University of California, Berkeley, Traffic Safety Center

Website:

<http://repositories.cdlib.org/cgi/viewcontent.cgi?article=1003&context=its/tsc>

Date of Report: 2003

12.1 Introduction

The authors examine research on traffic safety concerns for African-Americans, Latinos and American Indians. They focus on seat belt use, impaired driving and pedestrian safety.

12.2 Summary (copied from report abstract)

This paper examines the available research on how traffic safety issues specifically affect higher-risk communities of color, demonstrates that significant disparities in traffic safety outcomes exist between these groups and whites, and explores possible reasons for these differences. The paper focuses on three traffic safety issues that are associated with poorer outcomes among these communities of color: seat belt use, impaired driving, and pedestrian safety.

This paper highlights major traffic safety needs within specific communities of color, and concludes that ongoing data collection and analysis are necessary to provide a clearer, more complete picture of the issue as well as to inform interventions and efforts targeted toward these communities. More research is needed to understand past traffic safety successes (such as the decreases in impaired driving or increases in seat belt use that have occurred across ethnic groups) so that these successes can be extended. Similarly, evaluations of current interventions are greatly needed, particularly for comprehensive and longitudinal studies. Finally, there is also a need for research that distinguishes the effects of ethnicity versus the effects of socio economic status on traffic safety outcomes.

12.3 Questions answered

What are the best “media” for getting the messages across?

This report recommends comprehensive efforts that are culturally appropriate (for Latino communities, attention should be paid to language issues in addition to being family-oriented, highly personalized, and non-confrontational) and involve diverse partners (law enforcement, educators, city planners, media representatives, community leaders, physicians, national organizations such as NHTSA).

What types of messages are most likely to have the most impact?

One of the authors’ recommendations is to develop culturally appropriate strategies. They cite the 1995 NHTSA report, Highway Safety Needs of U.S. Hispanic Communities, stating that traffic safety approaches should be family-oriented, highly personalized, and non-confrontational (p. 10).

Which Hispanic groups should be targeted and why? Which age groups of Hispanics should be targeted and why?

According to a study cited on page 6 of the report, “Latino children comprised 39% of the child population [in California], but 48% of all child pedestrian injuries and fatalities.” One of the authors’ recommendations is to target the highest-risk groups (p. 10), but they do not specify children or other age groups.

12.4 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

The report does not address this question for pedestrian safety. The report does not address bicycle safety at all.

Should different cultural groups be targeted and why?

The report does not address this question for pedestrian safety.

Should materials be presented just in Spanish, or in English and Portuguese as well?

The report does not address these questions.

13. Traffic Safety in Latino Communities: National Program to Design Effective Multi-Media Campaigns to Reduce Motor Vehicles Crashes in Communities of Recent Latino Immigrants - Focus Group Results with Latino Immigrants in Three U.S. Cities

Agencies: The Latino Council on Alcohol and Tobacco
NHTSA
Date of Report: December 2001

13.1 Introduction

This report summarizes the results of focus groups conducted in three cities: Durham, NC, Fort Worth, TX and Chicago, IL. The focus groups provided information on Latino immigrants' knowledge, attitudes and behaviors regarding drinking and driving.

13.2 Summary

As stated by the authors, the study objectives were

- To document the knowledge, opinions, experiences and perceptions about traffic laws and impaired driving among Latinos
- To determine what appropriate safe driving information messages (US traffic laws, practices and customs) need to be developed
- To identify media strategies and specific media messages that can lead to behavioral change, the understanding of traffic safety laws and regulations, and the promotion of safe road use
- To determine which media and which specific outlets (radio, TV, print media, and community-based organizations) best reach the target population.

Eight focus groups were conducted in Spanish with Latino immigrants. The focus groups were held in Durham, NC, Fort Worth, TX and Chicago, IL, all during October 2001. There were 71 participants, and they either (1) had a history of drinking and driving arrests, (2) were identified as social drinkers or heavy alcohol users but had not been arrested for drinking and driving, or (3) were family members of those who had alcohol problems.

The key findings from the focus groups are listed below.

- Many participants reported driving without a driver's license, sometimes because their immigration status did not qualify them for a Social Security number, and therefore, they could not obtain a license.
- The participants learned to drive in their home countries, through observation or being taught by friends or parents. Very few reported learning to drive in school or through a driving school.
- Most participants learned to use seatbelts in the U.S. Although there is a law about seatbelts in Mexico, it is not enforced and seat belt safety campaigns are almost nonexistent. Most participants also reported always using child safety seats with their children.
- The participants reported that drinking was highly prevalent in the community. Most drank socially. Some reported anticipating drinking events and others reported that drinking events were spontaneous. One participant said that the idea of a designated driver did not work for Latinos because they usually get drunk without necessarily expecting or planning to drink.
- Many participants could quote the 0.08 BAC threshold for being legally drunk in their states, but were not clear how many drinks it would take to reach that level. Many viewed driving while

intoxicated as being very “macho”, allowing them to demonstrate to others that they can handle any situation.

- Except in the DWI focus groups, most participants had little knowledge of the health consequences of drinking. Participants who were involved with DWI events or arrests were aware of the economic and legal consequences of DWI, but most non-DWI participants had little knowledge of the consequences of DWI.
- There was limited awareness of the designated driver concept, especially among recent arrivals and persons who spoke only Spanish. Most males felt that it would be hard to find a designated driver because everyone drank at social events. Some saw men who abstained as being “sissified”. Focus group participants also mentioned barriers such as not having money to pay for a taxi.

13.3 Questions answered

What are the best “media” for getting the messages across? Should the messages ultimately be delivered in newspaper or magazine ads, and if so, what newspapers and magazines are most often read by Hispanics? Would television ads be effective, and if so, on which channels should they be broadcast?

Television appears to be the preferred medium, as focus group participants spent more time watching television (especially telenovelas on weekdays and sports programs on weekends) than listening to the radio. Fotonovelas were also suggested as a way to transmit messages, and can be distributed in some areas as newspaper inserts. The authors also suggest radio novelas, although these were not explored by the focus groups.

Newspapers seem to have limited impact, in light of limited educational levels among many Latinos. Also, many U.S.-educated Latinos do not read Spanish print media.

Which Hispanic groups should be targeted and why?

This study targeted recent immigrants, as they have a higher rate of drinking and driving arrests and crashes than the U.S. population in general.

What types of messages are most likely to have the most impact? What tone should the messages have?

Because of low literacy among many Latinos, effective messages must be clear, consistent and free of jargon.

Many newly arrived Latino immigrants need to be informed about traffic safety laws.

Focus group participants preferred that messages reflect real life or real stories, and be delivered by real people as opposed to celebrities. Messages should go beyond slogans like “Don’t Drink and Drive” and preaching, and instead allow recipients to make their own conclusions. Most participants felt that anti-DWI messages should focus on the personal legal and economic consequences of drinking and driving.

In addition, the authors suggest that a national television network or local television stations might organize a news series around an alcohol-related crash involving Latinos and its consequences. The series would be linked to other radio and television activities (such as PSAs), print materials (such as newspaper inserts) and community organizations (who would distribute materials).

The authors indicate that media campaigns must address cultural factors such as

- *Spontaneity - Some participants had the view that “improvising” is a characteristic of the Latino culture, as exemplified by the comment, “People don’t plan to see each other; they just pass by”. This can result in a person getting drunk without necessarily expecting or planning to drink.*
- *The concept of a “designated driver” - Many participants did not know what “designated driver” meant. Participants mentioned barriers such as difficulty in finding a designated driver (because everyone drank at social events) or not having money to pay for a taxi ride home.*
- *The role of machismo - Some participants mentioned that Latinos feel very “macho” when they drink and want to prove that they can do anything, including driving.*
- *Social acceptance of drinking and driving - Most participants agreed with the statement, “My friends believe it is OK to drink and drive”.*

Should different cultural groups be targeted and why?

The authors recommend that “...all communication activities - radio, TV, print media as well as written meetings for informal distribution - take into account the variety of language groups and cultural orientation of diverse Latinos.” (p. 49)

13.4 Outstanding questions

In what pedestrian and bicycle safety-related areas is communication with Hispanic audiences most needed?

This study did not address pedestrian and bicycle safety.

Which age groups of Hispanics should be targeted and why?

The report does not address this question.

Should materials be presented just in Spanish, or in English and Portuguese as well?

The report does not mention whether materials should be in Spanish only, or both Spanish and English. The focus groups were conducted in Spanish, though. This study did not address Portuguese.

14. Conclusion

The reports and campaigns reviewed provide insight into the development of the Marketing Plan. Although some reports and campaigns did not address pedestrian and bicycle safety, the information about what types of messages and media are effective is still pertinent. Based on this review, the following recommendations are made:

- At the local level, identify the target audience, such as recent immigrants or parents of young children. Also, determine what the messages need to address (for example, public awareness of safety or unsafe behaviors). Then develop message content and delivery mechanisms that are appropriate for the audience.
- Incorporate a family perspective into the messages.
- Use a variety of media, such as television and fotonovelas, to deliver messages about pedestrian and bicycle safety.
- Disseminate messages in both Spanish and English.

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