



**Westside  
Seniors Hub**



# **Walk and Be Seen Neighbourhood Projects 2017-2018**

## **Final Report by**

**Access & Mobility Committee  
Westside Seniors Hub**

**Co-Chairs: Sabina Harpe & Lynn Shepherd  
Vancouver, British Columbia**

**June 05, 2018**

# Table of Contents

Table of Contents .....	2
Photographs of the WBS-NP 2017-18 Campaign .....	3
Introduction and Background.....	5
Description.....	5
Outcomes .....	6
What We Learned.....	7
Recommendations .....	8
Summary.....	8
Appendix A - Data Summary .....	9
Appendix B – Safety Ambassador Toolkit .....	10
Information and FAQ:.....	10
WBS Campaign Presentation PowerPoint:.....	14
Tri-Fold Brochure: .....	17
Background Information and Research:.....	18
Ambassador Recruitment Poster: .....	20
Campaign Participant Poster:.....	21
Consent for Email and Facebook:.....	22
Craft Description(s): .....	23
Agreement for Neighbourhood Projects:.....	26
Wish List for Gear:.....	28
Certificate of Completion:.....	29
Sample Newsletter:.....	30
Appendix C – Final Reports from Neighbourhood Projects WBS 2017-2018 .....	31
Appendix D – Comments Collected During the Campaign .....	35
Participant responses to the campaign:.....	35
Participant response to gear: difficulties, preferences, availability: .....	36
Participant responses regarding habit formation and awareness: .....	42
Comments from Safety Ambassadors at the end of the campaign: .....	45
Appendix E – Survey: Graphs, Comments and Recommendations .....	49
Final Acknowledgments.....	69

## Photographs of the WBS-NP 2017-18 Campaign



Safety Ambassadors registering Walk and Be Seen participants at Kitsilano Fall Fair!



A knitted hat using reflective yarn - clearly visible!



Crafters busily creating reflective items!



Sashes and Slaplit™ bands proudly displayed!





These hats are ready to be distributed!



Presentation by a Safety Ambassador to seniors



PedX talk at the Finale by a Safety Ambassador!



Prizes at the Finale!



Westside Seniors Hub Council and Access and Mobility Committee members at the Finale!



## Introduction and Background

This project took a pilot Walk and Be Seen initiative from 2016-2017 even further into the community thereby expanding its scope and its impact. The project focused on the awareness of pedestrian visibility as a component of road safety. The Access and Mobility (A&M) Committee of the Westside Seniors Hub wanted to strengthen the community leadership capacity of senior volunteers in an even more intentional manner by reaching out to 40 non-profit seniors groups across Metro Vancouver.

We were fortunate to receive federal government grant funding that made it possible to design these Walk and Be Seen Neighbourhood Projects (WBS-NP), an initiative that focused on the awareness of pedestrian visibility as a component of road safety. Senior participants responded to the availability of free gear and reflective craft supplies by using the items and providing feedback on their use and feelings of safety. More than two-thirds of campaign participants indicated that they wore the items regularly and were prepared to make this a habit.

In writing this report, our aim has been to briefly tell how the project rolled out and what we learned. However, the aliveness of the project is in the volume of qualitative data collected, and particularly the participant comments that appear in the Appendices. We invite you to browse through them and find the rich enthusiasm and passion!

## Description

With the help of Kitsilano Neighbourhood House staff, a Campaign Coordinator was hired in April 2017 to work on the project for 15 hours per month. The A&M Committee proceeded to plan for Walk and Be Seen Neighbourhood Projects 2017-2018. In May, an invitation to attend an information event was issued to 40 community centers and Neighbourhood houses. On June 7<sup>th</sup> representatives from 21 organizations attended the *Setting in Motion* session. The rationale for the campaign was described and expectations for the Partner Organizations (POs) who would launch potential Neighbourhood Projects were identified:

- recruit senior volunteer Safety Ambassadors (SAs) to attend a training session
- sign an Agreement for the receipt of free visibility gear and reflective craft items
- register seniors who participate in education about the safety campaign and receive gear
- distribute free gear to seniors and compile their comments and stories
- report out at a final event to describe their project, share stories, and suggest how to move forward.

Organizations were given four weeks to develop their own WBS projects: envision participation, compile a wish list of safety gear and/or crafts based on potential participants, submit a Project Agreement (Appendix B), and recruit volunteers to serve as SAs.

During the summer months, the A&M Co-Chairs and Campaign Coordinator worked on purchasing gear and craft supplies, preparing a Toolkit for SAs to recruit, educate and register participants, and organizing an SA training event (Appendix B). Wish lists far exceeded the budget. Discounts on bulk quantities were obtained from MEC (Slaplit™ bands, Seattle Safety Sash™, Yarn Canada (Red Heart Reflective™ yarn), Unique Promotions (swivel lights), Fiber & Rhythm Crafts (RetroGlo™ yarn), and Fabric Time Solutions (Scotchlite™ reflective tapes). 730 pieces of four different ready-made gear were obtained.

WBS-NP spanned the low-light winter months from October 2017 to the end of February 2018. With the help of Committee members and volunteers, training was delivered on October 4<sup>th</sup> by the A&M Co-Chairs to 37 Safety Ambassadors (SAs) and representatives from 16 Partner Organizations (POs). Representatives from the Insurance Corporation of BC (ICBC), Vancouver and North Vancouver police departments, City of Vancouver Seniors Advisory Committee participated. POs received and signed for gear and craft supplies aligned with their wish lists. Grocery store gift cards worth \$25 were distributed to POs along with gear to help with campaign promotion.

Throughout the winter months, the Neighbourhood WBS projects unfolded. We were in frequent touch with 40 SAs via six newsletters and a Facebook page. During the campaign, SA's took photos (with signed consents) for the Facebook page and collected stories and comments. In February, 203 campaign participants who provided SAs with their email addresses were sent a Survey Monkey questionnaire (Appendix E). At the end of the 18-week campaign, each project submitted a final report about their project (Appendix C). A campaign Finale held on March 14, 2018, brought together 34 SAs and PO staff. SA's for each project presented their stories and heard representatives from Best Environmentally Sound Transportation, the City of Vancouver Transportation Planning Department and Seniors Advisory Committee speak about further engagement opportunities on pedestrian issues.

To reward SAs for their efforts, the A&M Committee collected donations (umbrellas, toques, books, etc.) and purchased various demonstration visibility gear and gift cards to distribute as prizes during the training and finale events. SAs also received certificates of completion and appreciation.

## Outcomes

As with the pilot project of 2016-2017, demand for reflective gear that was distributed free of charge far outstripped availability. An estimated 570 participants registered although Safety Ambassadors (SAs) reached larger audiences through individual encounters, small groups and larger gatherings (fairs, meals, meetings). We found:

- The Setting in Motion event generated Project Agreements from 17 POs in Vancouver, North Vancouver, New Westminster and Bowen Island.
- All SAs used the 13-item Toolkit of research and communication materials. 50% used more than half, with the trifold brochure and posters getting the most use (Appendix C).
- SAs were diligent about registering the 570 campaign participants (Appendix A) and collecting comments from them (Appendix D).
- Feedback definitely indicated enthusiasm for increased visibility (Appendix D) and more than two-thirds of those surveyed indicated an ongoing willingness to continue using reflective and light-emitting gear (Appendix E).
- Participants indicated that the project enhanced their awareness of pedestrian safety measures and that wearing gear at times provoked conversations in the community about pedestrian safety (Appendix D).
- SA presentations at the Finale and an email survey indicated benefits from the ambassador role in that it gave them an opportunity to expand their contact with seniors in meaningful ways (Appendix D).
- Scotchlite™ adhesive/sew-on/iron-on materials allowed some groups to be creative in designing safety gear and modifying existing garments and equipment with patches and

strips. Red Heart yarn was popular and demand exceeded our pre-orders. RetroGlo carry-along reflective thread was not as popular for use with assorted yarns. Hats, scarves, fingerless mittens were given to seniors.

- Light-emitting gear comprised the majority (68%) of ready-made gear distributed to POs. Of survey participants reporting which gear they used, 33% reported using the Slaplit™ band and 35% the flashing swivel light. For recipients of reflective gear, 31% reported using a sash and 17% a silver snap band.

## What We Learned

Our literature research on pedestrian safety, especially regarding seniors, revealed disquieting statistics about accidents in BC and Vancouver that only get intermittent media coverage. This information was a central part in the Toolkit created for SA use (Appendix B).

The comments, stories and survey results collected in this campaign represent considerable grassroots support for increased pedestrian visibility for seniors (Appendices D & E). Seniors will wear visibility gear, whether reflective or light-emitting, and develop the habit of using it. Most indicate that gear increases their awareness of safety measures and makes them feel safer (Appendices D & E).

Seniors who wore visibility gear engaged in discussions about pedestrian visibility within their communities; their friends, family, frontline service staff, and strangers (Appendices D & E).

Judging by the dedication of staff time to the project it was clear that there was genuine commitment by Organizations to furthering the objectives of Walk and Be Seen. Fourteen SAs were paid staff, mostly busy seniors' programmers, who added this (and often more!) to their workload: collecting and submitting participants' comments and stories, taking photos and obtaining consents, completing print copies of the survey with participants who were unable to participate online, prepare a project report, and finally; attending two 3.5 hour events (October 4<sup>th</sup> training workshop, March 14<sup>th</sup> Finale).

Volunteer SAs made significant contributions of time and effort to the campaign, often adding to their existing community commitments (Appendix D). SAs remained engaged in the campaign from beginning to end with the help of digital communications: access to the online Toolkit; six emailed newsletters and a Facebook page; collection of registration sheets; online survey and Eventbrite™ Finale invitation.

Various technologies (email, PowerPoint, MailChimp, SurveyMonkey, Eventbrite, Google Drive, Facebook, audio and video files, etc.) made it possible to communicate with 40% of campaign participants. 60% did not provide email addresses.

Campaign management required hundreds of hours of volunteer time from the Co-Chairs in particular as well as A&M Committee members. The Campaign Coordinator contributed more than 15 hr/month in October and February/March to help with technology and events. Continuing support from Kitsilano Neighbourhood House staff provided grant oversight, facilities, and equipment.

## Recommendations

Based on the feedback collected during of the past two years with Walk and Be Seen projects (the pilot project as well as the Neighbourhood Projects), we recommend that more information on pedestrian visibility be provided to the community. To achieve this we urge:

1. Health Authorities to recommend that consumers wear visibility gear that i) meets European safety standards (tested for visibility at specific distances) ii) is large enough to be seen at distances matching city speeds iii) is placed for visibility at 360°. Seniors seem to prefer light-emitting gear but may have difficulties manipulating switches or replacing batteries. Affixing reflective strips or patches to garments or accessories can also be effective.
2. Pharmacies, clinics, doctors' offices, community centers, recreation facilities, and activity groups to distribute cards/brochures/ posters about pedestrian visibility and offer *effective reflective or light emitting* items.
3. Existing school traffic safety programmers to include recommendations for road user visibility gear/apparel.
4. Everyone to be encouraged to use umbrellas, walkers, and outerwear that incorporate reflective or LED lights.

## Summary

Greater attention to pedestrian visibility in public safety campaigns will lead to increased acceptance of visibility gear as a norm. Fashion designers and garment/accessory manufacturers are likely to respond to this market demand. This project has demonstrated the capacity and willingness of community organizations to promote pedestrian visibility with the ultimate goal of reducing traffic fatalities. The next step must be taken beyond the goodwill of volunteers!

## Appendix A - Data Summary

Number of Partner Organizations (POs) participating in Neighbourhood Projects	17
Number of separate projects carried out by POs	23
Number of Safety Ambassadors (SAs)	40
Paid staff serving as SAs	14
Senior volunteers serving as SAs	27
Number of registered participants in campaign (October 2017-February 2018)	517
Number of registered participants providing email addresses for survey follow-up	203
Ready-made gear items purchased	730
Slaplit™ LED bands	170
Flashing swivel lights with hook fastener, WBS and WSH logo	300
Ikea, Beskydda™ silver reflective snap bands (packets of 4)	70
Seattle Safety Sash™(black, fluorescent yellow or orange, reflective strip)	190
Total ready-made gear distributed to POs*	659
Ready-made gear distributed to participants who registered with SAs**	517
Balls of Red Heart™ reflective yarn distributed to POs	160
Reels of Retroflo™ reflective thread distributed to POs	24
Project survey respondents:	
Using light-emitting gear	59%
Using reflective gear	41%
Frequency of gear use (Most of the time + All of the time)	62%
Feeling safer than not wearing gear (Somewhat safer + Much safer)	88%
Planning to use gear next year (Most of the time + All of the time)***	69%

\* Some gear was held back from distribution on October 4<sup>th</sup> to meet anticipated project demands for more and to engage seniors at various public events

\*\* Most SAs endeavored to register participants in order to collect feedback from them. One explanation for the discrepancy in numbers between gear POs received and number of recipients registered is that some individuals were reluctant to give personal contact information and were given gear without documentation.

\*\*\* Comments indicate that this was a poorly worded question. It should have added "...in low-light conditions."

# Appendix B – Safety Ambassador Toolkit

Information and FAQ:



## **WALK & BE SEEN CAMPAIGN 2017-2018: NEIGHBOURHOOD PROJECTS for Senior Pedestrian Visibility.....updated for October 4<sup>th</sup> Workshop**

### **What?**

Walk and Be Seen Neighbourhood Projects will focus on improving senior pedestrian visibility during winter low-light conditions and inclement weather by

- inviting Partner Organizations to recruit Safety Ambassadors (SAMs) to take leadership roles in their neighbourhood projects
- engaging Safety Ambassadors to reach out and share information on pedestrian safety with seniors in their neighbourhood and register them for the Campaign
- supporting individual senior participants in their walking and healthy activities

**Funding:** A New Horizons for Seniors Program grant to the Westside Seniors Hub for 2017-2018 provides funding for Walk and Be Seen. This federal program aims to

- promote volunteerism
- engage seniors in their communities through mentoring others
- support social participation
- provide financial assistance for projects led by and for seniors

<https://www.canada.ca/en/employment-social-development/services/funding/new-horizons-seniors-community-based.html>

### **Why?**

*Seniors are interested in being seen-iors!*

Senior pedestrians are at greater risk than other members of our population in low-light conditions. Seniors can be leaders in making reflective apparel a habit when out walking - akin to fastening a seatbelt when out driving. See our pilot project report at

<http://westsideseniorshub.org/news>

### **How?**

In order to achieve Walk and Be Seen 2017-2018 objectives, we will partner with seniors' serving organizations in the Lower Mainland and share responsibilities for their Neighbourhood Project with them. Please see next page for detailed information regarding **How it Works**.

Events/Timeline	Walk & Be Seen Coordinators	Your Neighbourhood Project
<i>Setting in Motion</i> information session June 7, 2017 2 -4 pm at Kitsilano Neighbourhood House	Organize & host	Participate
	Describe agreement & Toolkit	
	Demonstrate gear	
Partnership agreement <i>Submit by June 30, 2017</i>  <i>September – October</i>	Receive & review	Submit project description & Wish List for gear
		Recruit senior Safety Ambassador(s) (SAMs)
	Ongoing communication Handle finances and order supplies	Develop your project timeline & begin recruiting participants
Workshop for Safety Ambassadors (SAMs) and Partner Organization <i>October 4, 2017 2-4:30pm</i> Kitsilano Neighbourhood House  October 21 WBS-NP Campaign Launch Kits House Fall Fair, W 7 <sup>th</sup> @ Vine St. Midday by Joyce Murray, MP	Present goals & objectives, talking points	Participation mandatory
	Provide Toolkit (digital presentation, templates, logos, newsletter), Distribute gear	Receive gear and distribute
		Extend invitations to all community members
Communications during project <i>September-October 2017</i>  <i>Mid- December 2017</i>  <i>October 2017-March 2018</i>  <i>Early March 2018</i>		Register your participants
	Call-out for registration forms	Send registration forms to Coordinator
	Biweekly email newsletter for Ambassadors to share as appropriate	Share your project stories with Coordinators
	Coordinate final online participant survey	Participants complete the final online survey
Post-project communications <i>Mid-March 2018</i>  <i>March-April 2018</i>	Host project finale: <i>PedX</i> talks	Deliver informal <i>PedX</i> talk about your project
	Prepare & submit final Project report to New Horizons	Summarize your project outcomes & submit to Coordinators

## Walk & Be Seen Campaign 2017-2018

### Neighbourhood Projects FAQs – October 4, 2017

Walk & Be Seen Neighbourhood Projects will emphasize pedestrian safety during the low-light months of October to February by involving seniors (55+).

#### Who might participate?

Almost any senior....very active seniors, people with mobility challenges, and seniors who support visibility for pedestrians (e.g. knitting/sewing groups). Seniors will not necessarily participate in a group. Some will walk, run, or knit independently while belonging to a Partner Organization.

#### What will Safety Ambassadors (SAMs) do?

These will be leaders in their community, preferably seniors, who will help coordinate local project:

- attend the workshop October 4<sup>th</sup> for training, and to receive gear and a complete Toolkit
- help recruit participants: register them and pass out free gear, report back to Coordinators
- reach out to participants 2 or 3 times during the campaign to receive stories and comments
- share the comments and stories with Coordinators (Lynn, Sabina, Mishaal) or with the Facebook group
- help gather final information (simple questionnaire to be provided...not all participants need to be contacted!)
- provide a PedX talk at the Finale in March/April 2018.

#### What is the Project Partner's role?

A board member or staff person will be designated to oversee each project and their participation in the October 4<sup>th</sup> SAMs workshop and PedX finale is welcomed. The Partner is encouraged to register a minimum total of 20 participants although they may draw from different programs and have SAM(s) for each project (group of participants). A Partner may sponsor a single project or several.

#### What will this cost the Project Partner?

Almost nothing! The grant provides funding for free gear or supplies to make reflective gear. Kitsilano Neighbourhood House has hired a part-time Project Coordinator to order gear, handle finances and offer communications support for the Toolkit.

#### What are the guidelines for the gear?

Seniors (55+) receiving free gear must register with the Project Partner's Safety Ambassador. The registration information will be shared with WBS Coordinators.

#### *Ready-made gear* (sashes, snap bands, Slaplit™ bands, flashing lights)

1. Ready-made gear must NOT be sold or given away as freebies without registration with Walk & Be Seen.
2. Participants keep what they receive. The hope is that gear continues to be used.
3. Any gear not distributed by mid-December will be returned to the Partner organization. In early December, Coordinators will ask for registrations and unused gear. We will arrange to re-distribute the unused gear to organizations where interest in WBS exceeds availability of gear for their Project(s).

#### *Handcrafted items*

Handcrafted items made with reflective yarn, iron-on/sew-on/adhesive reflective materials could be given away OR offered in return for donations. Partners could use these donations to make more items....*keep the Visibility Wave going!*

**What is in the Toolkit?**

It will include templates for posters and flyers, a digital presentation, talking points, and registration forms. ANY other communications that include logos or other branding must be approved by the New Horizons for Seniors Program AND Project Coordinators prior to publication or public presentation. This a requirement for our grant.

**What kinds of gear are available?**

1. Safety Sash (Seattle Sports) available at Mountain Equipment Coop (MEC)
2. Slaplit™ LED bands available at MEC
3. Beskydda™ reflective snap band available at Ikea
4. Swivel flashing pendant light from Unique Promotions, Vancouver
5. Variety of craft materials: yarn for knitting and crocheting; sew-on, iron-on, stick-on Scotch-lite™ reflective tapes and patches

**What is a PedX talk at the Finale?**

The finale held in March, 2018 will be exciting because we anticipate that each Partner Organization and their SAMs will share a brief description of what they did and how it turned out. A PedX talk (Pedestrian Talk) will focus on how your project enhanced walking and safety for seniors. This will celebrate how SEEN-iors can make a difference!

For further information, please contact [hub.walkandbeseen@gmail.com](mailto:hub.walkandbeseen@gmail.com) or 604-736-3588 ext. 606.

**Project Coordinators**

Lynn Shepherd, Co-Chair of Access and Mobility Committee, Westside Seniors Hub  
Sabina Harpe, Co-Chair of Access and Mobility Committee, Westside Seniors Hub  
Mishaal Rinch, part time Project Coordinator for Walk and Be Seen



Special thanks to Kitsilano Neighbourhood House for its leadership and coordination of the Westside Seniors Hub

The logo for Kits House consists of the words "Kits House" in a black, sans-serif font. Below the text are several horizontal bars of varying lengths and colors, including shades of olive green, dark red, and grey, arranged in a stepped pattern.

**Kits House**

*The hub of Vancouver's Westside since 1894*

# WBS Campaign Presentation PowerPoint:





## Vancouver Walk and Be Seen

### 2017 – 2018 Neighbourhood Projects

**WALK and be more VISIBLE during low-light hours!**

Walking is healthy, sociable and leads to a longer life. And it's free!  
You may follow all the rules, be cautious and obey signals at crosswalks...

**But being visible also makes a big difference.**

Funded by the Government of Canada's  
New Horizons for Seniors Program





## Vancouver Walk and Be Seen Campaign

**History:** 2016-17 pilot project funded by Coastal Health grant

- Seniors are keen to be visible as pedestrians!
- Final report with comments and data at [Hub website](#)

**October 2017-March 2018 Campaign:** Same goal for seniors (55+)

- Neighbourhood Safety Ambassadors organize projects
- Funding allows wider reach in Greater Vancouver

Funded by the Government of Canada's  
New Horizons for Seniors Program



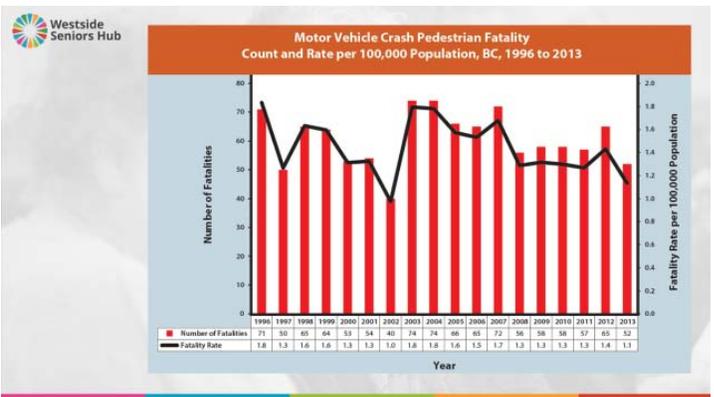

## Walk and Be Seen – Objectives

- ◆ That seniors continue to enjoy the health benefits of walking
- ◆ To improve senior pedestrian safety with the use of reflective or light-emitting gear
- ◆ To complement existing ICBC and Vancouver Police Department safety campaigns
- ◆ And to join a growing *INTERNATIONAL VISIBILITY MOVEMENT!*




## Evidence doesn't lie!

The number and rate of pedestrian fatalities in BC has not shown steady improvement during the last 18 years!

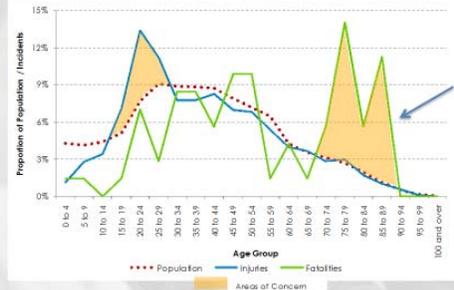


## Evidence doesn't lie!

Collisions involving seniors are more likely to result in fatalities.  
The number of fatalities is disproportionately high.

### City of Vancouver Pedestrian Safety Study 2012

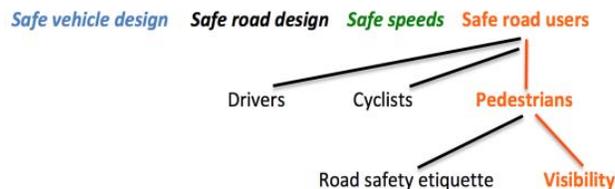
Proportion of Pedestrian Injuries and Fatalities Compared to Overall Population Distribution



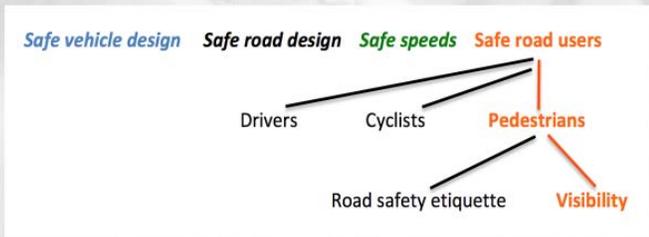
## An international lesson

Sweden legislated a Vision Zero campaign in 1997.  
"No loss of life in road transportation is acceptable."  
Since then, Sweden has had a **3-fold** reduction in pedestrian fatalities.

### Vision Zero 4-pronged Safe System Approach

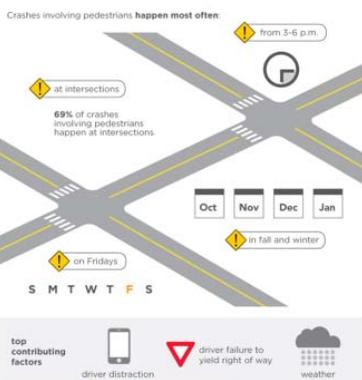


### Vision Zero 4-pronged Safe System Approach



City of Vancouver Pedestrian Safety Study 2012  
Weighted average cost per pedestrian accident  
estimated at **\$234,000**  
and for  
510 pedestrian collisions (in City alone!)  
=  
**\$120,000,000 per year**

ICBC



## Seeing pedestrians in low light

- Humans perceive motion BUT....their night vision is limited!
- Behavioural challenges in awareness:

*"Drivers overdrive their headlights"*

AND

*"Pedestrians overestimate their visibility"*

Tyrrell, Wood, Owens et al 2017 Journal of Vision 17(6)  
DOI: 10.1163/jov.12447

## Seeing pedestrians in low light

- Humans perceive motion BUT....their night vision is limited!
- Behavioural challenges in awareness:

*"Drivers overdrive their headlights"*

AND

*"Pedestrians overestimate their visibility"*

Tyrrell, Wood, Owens et al 2017 Journal of Vision 17(6)  
DOI: 10.1163/jov.12447

### WHAT TO DO?

Enhance pedestrians' visibility – BE SEEN!

### HOW?

Use motion of limbs to be more visible

### WHERE?

Use reflective gear on wrists or ankles for maximum benefit

### WHY?

It makes a difference in visibility for drivers!

Graving, Tyrrell, Bink et al 2009 Journal of Vision doi:10.1163/jov.18.6.625

## Gear that helps us be more visible

### Light-emitting



### Retroreflective



## Knitting, crocheting, craft supplies



## Register to receive gear

**Vancouver Walk and Be Seen  
2017 – 2018 Neighbourhood Projects  
REGISTRATION FORM**

ORGANIZATION: \_\_\_\_\_  
 LOCATION: \_\_\_\_\_  
 AMBASSADOR: \_\_\_\_\_

By registering for WALK AND BE SEEN 2017 and accepting free visibility gear, you are agreeing to the following:

- I am joining the WALK AND BE SEEN 2017 campaign and am willing to be contacted by an Ambassador regarding my participation during November to February (maximum 3 times)
- I agree to use the gear during low light conditions and aim to make it a habit.
- I will not sell this item and if it is not used, I will return it to the organizers.

DATE	NAME	CONTACT INFORMATION		ITEM RECEIVED	SIGNATURE
		Phone	Email		
1					

## Join the Walk and Be Seen Campaign!

By wearing your gear you are already making a statement!  
In exchange for the free gear we welcome

**Stories!      Comments!      Photos!**

Join us on [Westside Seniors Hub Facebook page](#)

We will also contact you 2 or 3 times during the campaign

You will be contributing to a WBS final report!

## Acknowledgements

### Staff and in-kind support

Kitsilano Neighbourhood House

### Funding

Government of Canada: New Horizons for Seniors Program

### Consultants

Vancouver Police Department

ICBC

Sandy James of WalkMetroVan

## Proud to be Seen.....Proud to be a Seen-ior!





## WALK & BE SEEN 2017-2018 Neighbourhood Projects Background Information for Safety Ambassadors

"Walk and Be Seen" is a campaign organized by the Access and Mobility committee of the Westside Seniors Hub and funded by a grant from the New Horizons for Seniors Program (xxxxxxx). More information about the Hub can be found on our website (<http://westsideseniorshub.org>). Walk and Be Seen aims to highlight awareness and form habits so that wearing reflective gear become natural, much like putting on your seat belt in the car. Results from the campaign will help all participating organizations continue work on pedestrian safety issues.

### Summaries of some key research for Walk and Be Seen

**Vision Zero** = 1997 Sweden's legislation "no loss of life in road transport is acceptable."<sup>2</sup> Fatality rates have dropped 3-fold since *Vision Zero* was adopted. In 2013 with *Vision Zero*: Swedish road fatalities and injuries 2.7 per 100,000 population, UK 2.8 but we would have been 5.87 in BC<sup>3</sup> – *more than double!* We CAN do better.

**Stockholm and Vancouver share similar conditions...but Stockholm's fatalities/100,000 is >3 times less!**

City populations in 2011: Greater Stockholm 2.2m Greater Vancouver 2.5m

Latitude: Stockholm 59°N Vancouver 49°N

Winter solstice: Stockholm 18h darkness Vancouver 14h darkness

Nov-Apr days of snow/fog per month: Stockholm 15 Vancouver 4-5

But.....from 2005-2011: **pedestrian fatalities per 100,000**: Stockholm 0.4 City of Vancouver 1.5<sup>4</sup>

**March 2016 BC Report on Road Safety**<sup>3</sup> by BC's Provincial Health Officer:

**Approach to Vision ZERO that has been adopted by British Columbia's Ministry of Public Safety**<sup>1</sup>

"The number and rate of pedestrian fatalities does not show a sustained downward trend" (62.3 fatalities per 100,000 population in decade 2004-2013)<sup>3</sup> "Speed, impairment, distraction, driver error/confusion are the top contributing factors for MVCs (collisions) with fatalities, for both males and females."

"The health and protection of vulnerable road users should be at the forefront of policy and programming."<sup>3</sup>

**City of Vancouver Pedestrian Safety Study April 2012**<sup>4</sup>

- Collisions involving pedestrians in the *City of Vancouver* 2010-2014: average 377, injuries 333. **Fatalities from those collisions average 8. Much higher in Greater Vancouver area**
- Nearly half of all pedestrian collisions occurred between November and February
- Collisions involving seniors are more likely to result in fatality (14% of those over 75y, 26.7% of those over 85). In 2012, although seniors 65y+ were only 13.2% of population, they were 38% of fatalities and 14.1% of all collisions involving injuries – males and females involved in collisions about the same
- Approximately 75% of all collisions were located at intersections with the majority of those at signalized intersections (.....and 13% at locations with *pedestrian activated signals*).
- 57% of collisions involving pedestrians occur when the pedestrian has the right-of-way! vs 11.5% mid-block without a traffic control
- Average cost of a pedestrian collision in City of Vancouver... \$234,000 taking into account human consequences, lost earnings, medical care, administrative costs, other indirect costs....\$120m/year.

Evidence regarding reflective apparel is clear:

- When pedestrians use reflective apparel, patches, or lights, their visibility for drivers is enhanced, especially when wearing those items on *limbs in motion* – they are more visible in low-beam headlights<sup>2</sup>
- Individuals who work in the vicinity of moving vehicles on roads, in warehouses, and at airports are required to wear high visibility apparel on the job.....why isn't greater visibility for pedestrians also the norm?

### Sharing the road and responsibility for pedestrian safety

Safety is a concern for all of us - drivers, cyclists and pedestrians. And roads have to be designed and built safely. In 1977 BC legislation required vehicle occupants to wear seat belts, however there was strong evidence of the effectiveness of seat belts in the early 1960's. Many lives could have been saved much earlier with seat belts.

In Sweden's Vision Zero strategy, reflective apparel is *part* of road user safety. In a 2015 survey, 63% of women, 43% of men, 90% of children in Sweden wear reflectors – statistics indicate reflective apparel makes a difference.

### Walk for Health...your own as well as that of our society!

Lots of evidence that getting out of our cars has definite benefits for citizens' health.

- Exercise interventions may improve walking speed and physical functioning in frail older adults in the short-term<sup>2</sup>. No one type of exercise appears to be optimal.
- Physical *inactivity* is a killer. But health risks of sitting for 8 hours a day can be offset by 1 hour of moderate-intensity activity, which includes brisk walking (at 5.6 km/h) or cycling (at 16 km/h)<sup>5</sup>.
- Even shorter periods of activity (about 25 min/day or 150 min/week) reduce mortality risks.
- Physical exercise programs – particularly those tailored to individual needs – can help reduce the risk of falls for older adults with a cognitive impairment
- Regular exercise can help with arthritis pain and reduce loss of joint motion, stiffness, and muscle weakness and tightness. There are benefits from 3 or 4 ten-minute sessions per day.
- Walking has physical and psychological benefits. Outdoor walking groups have wide-ranging health benefits including reducing blood pressure, body fat, BMI, total cholesterol, physical function, six-minute walk time, and risk of depression. Walking groups are fun and good for social well-being.

### Principal references (more available upon request)

1. Amit, D. et al. *Moving to Vision Zero: Road Safety Strategy Update & Showcase of Innovation in British Columbia*. Minister of Public Safety & Solicitor Gen, Road Safety BC, 2016, <http://www2.gov.bc.ca/assets/gov/driving-and-transportation/driving/publications/road-safety-strategy-update-vision-zero.pdf>
2. Canadian Council of Motor Transport Administrators, Vulnerable Road User Task Force. *Countermeasures to Improve Pedestrian Safety in Canada*. Aug 2013. <http://ccmta.ca/en/publications/road-safety-research/canadian-motor-vehicle-traffic-collision-statistics/item/countermeasures-to-improve-pedestrian-safety>
3. Kendall, P. & B. Henry. *Provincial Health Officer's Report on Road Safety*. Office of the Provincial Health Officer. Mar 2016. <http://www2.gov.bc.ca/assets/gov/health/about-bc-s-health-care-system/office-of-the-provincial-health-officer/reports-publications/annual-reports/pho-mvc-report-launch-presentation.pdf>
4. Sayed, T. *Pedestrian Safety Study: Final Report*. City of Vancouver, BC. April 2012. <http://vancouver.ca/files/cov/pedestrian-safety-study-2012-final-report.pdf>
5. Chustecka, Z. *One hour of activity offsets risks from 8 hours of sitting*. WebMD. <http://www.webmd.boots.com/heart-disease/news/20160728/an-hour-of-activity-offsets-risks-from-8-hours-of-sitting>



# Vancouver Walk and Be Seen

**A campaign to promote pedestrian visibility  
.....for seniors by seniors**

**This campaign is now recruiting Safety  
Ambassadors for neighbourhood projects**

**October 2017 - February 2018**

**Do you like working with seniors?  
Are you interested in joining the 'visibility wave'?**

**How to  
Participate**

This project is funded in part by the Government of Canada's New Horizons for Seniors Program.

**Canada**

Sponsored by **MEC**

**Westside Seniors Hub**

**Kitsilano  
Neighbourhood House**  
*The hub of Vancouver's Westside since 1894*

2305 West 7th Avenue · Vancouver, BC  
604-736-3588 x606  
hub.walkandbeseen@gmail.com



# Vancouver Walk and Be Seen

## 2017 – 2018 Neighbourhood Projects

**WALK and be more VISIBLE during low-light hours!**

Walking is healthy, sociable and leads to a longer life. And it's free!  
You may follow all the rules, be cautious and obey signals at crosswalks...

**But being visible also makes a big difference.**

**Sign-up  
Today**

Kitsilano Neighbourhood House Autumn Fair October

This project is funded in part by the Government of Canada's New Horizons for Seniors Program.

**Canada**

Sponsored by



 Kitsilano  
Neighbourhood House  
The hub of Vancouver's Westside since 1894

2305 West 7th Avenue · Vancouver, BC  
604-736-3588 x606  
hub.walkandbeseen@gmail.com



### **Consent for email/Facebook participants**

Feedback from participants and photographic documentation about Walk and Be Seen Neighbourhood Projects are very important to help inform future pedestrian safety projects that affect seniors.

Yes  No  **I give consent to receive *periodic updates from the 'Walk & Be Seen' campaign* including: emails (e.g. newsletter, final participant survey) and Facebook postings.**

Yes  No  **I give consent for use of *photos* taken for promotional purposes (e.g. newsletter, website, posters, brochures, Facebook, funder reports, banners) by Safety Ambassadors or Westside Seniors Hub.**

Yes  No  - **I give consent to receive *email updates from the Westside Seniors Hub*. (Frequency of emails will be monthly or less).**

Name \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Craft Description(s):

### **3M™ Scotchlite™ Reflective Material Fabric, 8910, Silver, 25.4 mm wide**

3M ID 7000129649

- Highly reflective
- High durability
- Flexible, fabric-like construction provides freedom of movement, easy storage and folding
- Can be home washed
- Certified to the ANSI/ISEA 107-2010 American National Standard for High-Visibility Safety Apparel and Headwear for Level 2 retroreflective performance
- Meets the requirements for CAN/CSA Z96-09 High Visibility Safety Apparel

The 3M™ Scotchlite™ Reflective Material Fabric 8910 helps enhance wearer visibility at night time or in low light conditions. This fabric is composed of wide angle, exposed retroreflective lenses bonded to a durable cloth backing that is made of 65% polyester, 35% cotton and printed with 3M trademarks for easy product identification.

The 3M™ Scotchlite™ Reflective Material Fabric 8910 is designed for use on safety garments, athletic wear and casual wear. When properly used, reflective material helps enhance wearer visibility at night time or in low light conditions when illuminated by a light source, such as headlights, by reflecting the incident light and focusing it back towards the original source.

#### ***Suggested Applications***

- Designed for use on safety garments and in athletic and casual wear
- Recommended for light to medium weight fabrics

Recommended application	Sew-on
Technology	Beaded
Dry cleaning at ANSI Certified Standards	20 cycles
Range of home wash cycles 60°C (140°F) ANSI Certified Stds.	
Certified performance required	EN 1150, EN 471 Level 2

**3M™ Scotchlite™ Reflective Material Transfer Film, 8725, silver, 50.8 mm (2")**

3M ID 7000004944

- Highly reflective
- High durability
- Flexible, fabric-like construction provides freedom of movement, easy folding
- Can be die-cut, hand-cut, guillotined or plotter cut
- Protected by a white paper liner on the glass beads surface
- Good resistance to abrasion and chemicals
- Can be home washed (according to ISO 6330, Method 2A)

The 3M™ Scotchlite™ Reflective Material Transfer Film 8725 helps enhance wearer visibility at night time or in low light conditions. ANSI 107 Level 2, EN 1150, EN 471 Level 2, None, Oeko-Tex

The 3M™ Scotchlite™ Reflective Material is designed for use on safety garments, athletic wear and casual wear. When properly used, reflective material helps enhance wearer visibility at night time or in low light conditions when illuminated by a light source, such as headlights, by reflecting the incident light and focusing it back towards the original source. The 3M™ Scotchlite™ Reflective Material Transfer Film 8725 is composed of wide angle, exposed retroreflective lenses bonded to a heat activated adhesive film and it offers good resistance to abrasions and chemicals.

**Suggested Applications**

- Can be cut with sharp scissors or Exacto knife into emblems, patches, logos and labels in a variety of shapes and sizes.
- Designed for work wear in a number of industries, including police, ambulance, rescue/emergency services, water and power
- Ideal for high visibility vests
- Works well on cotton, woven polyester, polyester blend fabrics. Can use parchment paper during lamination to protect synthetic fabrics from scorching.

Adhesive	Heat activated polyester
Heat lamination (dwell time)	10-20 seconds
Heat lamination (temperature)	165-177 °C (325-350 °F)
Heat lamination (line pressure)	Firm (30-40 psi)
Home wash 60°C (140°F) at ANSI Certified Standards	50 cycles
Side liner for reflective surface	White (paper side up during lamination)
Technology	Beaded
Initial average R <sub>A</sub> (at +5.0° entrance +0.2° observation)	500m

**Instructions for application on page 2**



### **CHARACTERISTICS**

RetroGlo® yarn contains thousands of minute glass beads which reflect light back to a light source, such as a car's headlights. The driver sitting behind the headlights sees the reflected light, enhancing the nighttime visibility of the user. In many applications, RetroGlo® yarn can be incorporated into products so that the yarn is not noticeable during the daytime. This gives you the ability to incorporate enhanced nighttime visibility into your products without affecting the aesthetics of your products.

### **APPLICATIONS**

RetroGlo® can be used in the following applications:

- Incorporated into both braided and woven belts, lanyards, laces, zipper pulls, pull cords, etc.
- As a carry-along strand alongside a strand of your favourite yarn. Knit or crochet as usual, making sure that both strands wrap around the needle or crochet hook on each stitch.
- As a warp yarn in decorative narrow woven ribbons and tapes that are sewn onto garments.
- As a warp yarn in heavy woven webbings used for fall protection, harnesses, pet leashes and collars.

### **SIZES AND STYLES**

Widths are 2P2 1/69" and 1/32" 3M™ 8712 laminated to both sides of 2 mil clear polyester

### **STRENGTH AND ELONGATION (Based on 2P2 1/69")**

Elongation: 35-40%    Breaking Strength: 250-275 grams    Yield Point: 15-20 grams

### **COMPOSITION Style 2P2**

Polyester	16.0%
Glass Beads	59.0%
Phenolic Resin	12.5%
Urethane Adhesive	12.5%

### **DRY CLEANING AND LAUNDERING**

Machine wash in cold water at temperatures less than 125 degrees F. Very hot water will weaken the urethane adhesive bead bond. Do not use bleach and avoid soaps containing bleach.

### **IRONING**

Treat like all synthetics and use lowest setting on iron.

### **WET PROCESSING**

Dyeing is not recommended because of high processing temperature.  
Bleaching will reduce yarn life.

### **AVOID**

Acetone and solvent type chemicals.  
High heats over 300 degrees F. can cause accelerated deterioration of bead bond, and delamination.

Agreement for

**Walk and Be Seen**

**Neighbourhood Projects**

**2017-2018**

**A Pedestrian Visibility Project...**

**for seniors by seniors**

The Westside Seniors Hub New Horizons for Seniors Program grant provides funding for free visibility gear and support for neighbourhood projects. These projects will be for seniors and designed by Safety Ambassadors who are sponsored by organizations to meet the following goals:

- 1. Build awareness of pedestrian safety**
- 2. Engage seniors to walk with free visibility gear, potentially in groups**
- 3. Encourage volunteerism and leadership among seniors**

# Agreement for Neighbourhood Project(s)

Submit online at <http://tinyurl.com/WBSAgreement>

We acknowledge that we have received the Project Information and FAQ and agree to their terms.

\* Required field

## Partner Organization\*:

Name of Organization \_\_\_\_\_

Organization address \_\_\_\_\_

Phone (reception) \_\_\_\_\_

Principal neighbourhood(s) served within Metro Vancouver

\_\_\_\_\_

## Partner Organization Contact(s) information:

Name of principal contact\* \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

Alternate Name\* \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

## Description:

- 1) Please describe each of your project(s) with as much detail as possible. Your project(s) should include a total of at least 20 participants and could draw from several programs (walking, companioning, language learning, knitting/crocheting, peer support etc).
- 2) Tell us how you anticipate meeting the three goals of Walk and Be Seen.

**Numbers:** How many seniors (in each project) do you anticipate receiving free gear?

**Communication:** How will you promote the project(s) and reach out to and/or include people in the community? Give as many details as possible.

**Please return the completed agreement (including Wish List) to the Project Coordinator by June 30, 2017.** <http://www.tinyurl.com/WBSAgreement>. You can expect to receive an email response by July 30, 2017.

Wish List for Gear:

**WISH LIST**

Item		Number required
Reflective safety sash		
Slaplit™ band		
Reflective strap		
LED swivel flashing light		
Sewing supplies	<p>Sew-on, iron-on, stick-on Scotchlite products. Amounts to be estimated from anticipated numbers of people receiving products and kind(s) of product(s).</p>	
Knitting/crocheting supplies	<p>Redheart reflective yarn with Retroglo thread embedded.</p>	
	<p>Retroglo thread to carry along with your choice of yarn. Amounts to be estimated from anticipated numbers of people receiving products and kind(s) of product(s).</p>	

Certificate of Completion:



• WALK AND BE SEEN 2017/18 •

## CERTIFICATE OF COMPLETION AND APPRECIATION

This certificate is hereby awarded to

of

for representing "Walk and Be Seen" as a Safety Ambassador through completing a training session about senior pedestrian visibility and safety, encouraging pedestrians to be safe in low light conditions, and by distributing safety gear to pedestrians.

LYNN SHEPHERD  
CO - CHAIR



SABINA HARPE  
CO - CHAIR

## Sample Newsletter:

[Newsletter # 6 February 19, 2018](#)

*Walk and Be Seen Neighbourhood Projects 2017-18*

Dear Safety Ambassadors,

Congratulations! We are almost at the end of the Walk and Be Seen campaign for 2017-2018! Of course we urge walkers to use their gear all year 'round but the WBS project will be finished at the end of February.

Important communication and dates:

### 1. Final Report requested from each WBS-NP 2017-18 site

An email will go to the main contact for each location of WBS, asking that ONE person from each project fill out the final report. **Report Due: March 2, 2018.**

### 2. Final Survey for all participants sent by Survey Monkey

All participants, Safety Ambassadors and registered walkers, will receive the final survey which takes only a few minutes to complete. If you require the survey in another language please let us know and we will do our best to accommodate your request. Your input is extremely important as it will help us make recommendations for further work in pedestrian visibility and safety in our Final WBS-NP 2017-18 report. **Survey Due: March 2, 2018.**

Link: <https://www.surveymonkey.com/r/RWSBPM9>

### 3. Walk and Be Seen Pedx Talks and Finale:

*Date: March 14, 2018*  
*Time: 12:00 pm - 4:00 pm*  
*Location: Kitsilano Neighbourhood House (2305 W 7th Ave)*

All Safety Ambassadors are invited to this event! An invite will be emailed to you and we ask that you RSVP for this event by **March 2, 2018**. This is our final gathering and we are anticipating great sharing, good energy and delicious food! MP Joyce Murray (Vancouver Quadra) will be addressing the group after our catered lunch and then there will be an informal verbal report from each site! There will be lunch, prizes and a celebratory cake!!

Link: <https://www.eventbrite.ca/e/walk-and-be-seen-201718-pedx-talks-and-finale-tickets-42806664887>

### 4. Extra gear:

If you have any extra gear which you do not anticipate using, please bring it to the Finale.

*And finally...*

*Thank you to each of you for your work as Safety Ambassadors for WBS! We could not have done this project without you coming forward and volunteering your time and energy! We trust that this important work will continue in some form in your locations in the future.*

***Stay safe and visible... we are all proud to be SEEN-IORS!***

Thanks you again,  
Sabina, Lynn and Zoë

## Appendix C – Final Reports from Neighbourhood Projects WBS 2017-2018

All 17 Partner Organizations submitted Final Reports-NPs on a form provided by WBS. Their reports included valuable data and comments from lead SAs regarding projects and participants. However, image files for all of these NP Final Reports made this document 44 pages longer and therefore unwieldy for distribution in digital format. Instead, we include a sample report to show the kinds of information collected.

We regret having to withdraw the NP-Final Reports from this document but can make the data and comments available to those who need additional indicators of WBS-NP outcomes. Here are the Partner Organizations in WBS-NP 2017-2018:

1. Brock House Society
2. Century House Association
3. Dunbar/Ryerson United Church
4. False Creek Community Centre
5. Frog Hollow Neighbourhood House
6. Kerrisdale Community Centre Seniors Centre
7. Killarney Community Centre Seniors Association
8. Kitsilano Neighbourhood House
9. Marpole-Oakridge Family Place
10. Mount Pleasant Neighbourhood House
11. North Shore Neighbourhood House
12. Queensborough Community Centre
13. Snug Cove House Society
14. South Granville Seniors Centre
15. St. Andrews Wesley United Church
16. S.U.C.C.E.S.S.
17. Vancouver Aboriginal Friendship Centre Society



**Walk and Be Seen – Neighbourhood Projects 2017-2018  
Westside Seniors Hub  
Final Report**

**PART I: ORGANIZATION**

**Organization:**

**Address:**

**Principal neighbourhoods served:**

**Number of Safety Ambassadors:**

**Number of Walk & Be Seen participants registered:**

**Ready-made gear distributed to participants:** *(Please check the boxes that apply)*

Red Slaplit™ band      Silver snapband      Flashing swivel light      Reflective sash

**Did participants seem to have preferences?** *Please number 1 (best) to 4 (least)*

Red Slaplit™ band      Silver snapband      Flashing swivel light      Reflective sash

**Did demand for certain gear exceed supplies?**      Yes      No

Please comment:

**Approximately how many pieces of ready-made gear are:**

left over      or      were returned

**Craft supplies used:**

Red Heart yarn (various colours)      Retroglo silver carry-along yarn      Pink piping  
Fabric silver 1" tape      2" iron-on reflective tape      Adhesive reflective patch

**Please describe items sewn, knit, or decorated:**

**Please comments on craft supplies:** *(e.g. preferences, difficulties, creativity)*

**PART II: YOUR WALK AND BE SEEN CAMPAIGN**

**Which items in the Toolkit did you use:**

WBS Neighbourhood Projects: Information & FAQ  
WBS Campaign Powerpoint presentation  
Trifold brochure  
Safety Ambassador Talking Points  
Poster to recruit Safety Ambassadors  
Poster to attract participants  
Registration form  
Consent form for emails & photos  
Crafters log  
Scotchlite™ product information: 1" fabric tape  
Scotchlite™ product information: 2" iron-on tape  
Product information: Red Heart/RetroGlo reflective yarns  
WBS Pilot Project (2016-2017) Final Report

**Briefly describe:**

**1. Events where WBS was presented to the public:** *(e.g. fair/bazaar, luncheon, social circle, newsletter, Email)*

**2. Highlights and/or successes of your campaign:**

**3. Challenges/pushback encountered:**



**PART III: POSSIBLE FUTURE PLANS**

**Please describe plans you have for any gear that is left over:**

**Will your organization continue promoting pedestrian visibility in the future?**

Yes      No

**If yes, how might you do this? (e.g. procure funds, support, events, communications)**

**Other comments:**



This project is funded in part by  
the Government of Canada's  
New Horizons for Seniors program.



## Appendix D – Comments Collected During the Campaign

### Participant responses to the campaign:

The Walk and be Seen program was very helpful and popular with my neighbors and me. Thanks for your information and initiative on this program. It's excellent!

The basic idea of using C. House as a conduit for this project is wonderful. Strongly support. The contribution of the craft group(s) is also wonderful. Big Thank You.

C. House should never stop supporting this worthy cause.

We agree that this is a good project and thank you to C. House for supporting this project.”

There was general agreement that this project increased exercise, social interaction and community safety.

An excellent and valuable project which should be continued if possible.

It was amazing opportunity for me as a staff at the MPNH as well as our walking ambassadors who were ran 2 workshops with total of 17 participants.

For the ambassadors, it really helped in improving their Leadership skills by being responsible of a certain designated task, also this campaign helped in their connectedness by getting new friends and more socializing.

One senior who was doing lots of volunteering at MPNH had ligament tear of her leg and was unable to come to MPNH or even out her home, and by giving her the Yarn to knit the Head bands at home, she was able to continue volunteering while at home in addition to making her friends to visit her more through bringing from her the head bands or giving her more Yarn.

Another senior who had the sewing machine, it was a great chance for her to market her skills by putting her sewing machine in the Hall of the MPNH where everyone from different programs who came to visit ,saw her and asked about what she was sewing. After her sewing the reflective tapes on around 15 Jackets, dog suits, gloves and hats, she empowered herself more and applied for a job with seniors at MPNH.

The third senior, who wasn't able to attend the training but was able to spread the information and explaining the initiative by showing other seniors the reflective gears in an ongoing Walking Club that runs at the Olympic Village .

At MPNH, we had a Walking challenge for our seniors where we gave them Pedometers with tracking Calendar for the month of November and by the end of that month i used the knitted Toques to be the prizes for the seniors who got the highest numbers of steps in their Calendar, then the Head bands for the second group, reflective bracelets, flashing lights and the small info packages for the rest.

It was a good chance for our seniors to talk more with each other and share their personal stories about being “scared to walk by themselves at night because the streets became busier than before and the drivers are so fast.

Anything to make us visible and feel safer is welcome. Maybe ICBC can get involved in providing "gear" for pedestrians, so number of accidents/claims can be reduced? Thank you for spearheading this effort on behalf of New West seniors.

We have all experienced people coming up to us and asking where we got our "walk and be seen flashers", even when they weren't turned on.

### Participant response to gear: difficulties, preferences, availability:

The members of the craft group liked working with the wool with the retroreflective in it and found that it really works in the dark. They have a mixture of people between 70 and 90 with whom they have given the finished products. The feedback has been positive.”

I like the headband that I knit but I just don't always wear something so warm.

I love the hat and scarf that I have received. The reflective yarn is great. The only drawback is that sometimes it is too mild to wear a hat and scarf so it is good to have other reflective items.

I also really appreciate the reflective tape you gave me for my cane. I have adorned the cane in two places, top and bottom, and it makes me feel more secure and visible crossing busy streets.

I have been wearing my hat at times and have used my scarf to tie to my wheelie cart when it's been too warm to use as a scarf. I do feel safer when I'm walking home from Century House after 4:00 pm and it is dark out. I bumped into a friend when I was out walking wearing my hat and her comment was that she could certainly see me and my hat glowed!!!!

I heard from one other person who made a headband and a scarf. She said that it's been a bit too warm to wear her items but she did have her sister park her car on the street and had her model her scarf and headband and said it really did stand out.

I knitted a hat with reflective yarn for my brother and then I bought more wool. I have become even more creative in my knitting!

The yarn is wonderful! I am knitting a headband and am looking forward to trying it out when it is finished.

One of pictures I sent in was that of G. wearing the hat his Mom had made him from the reflective yarn. It is one of the three photos that I sent on Jan. 27th. H., G.'s Mom, had pneumonia just before Christmas, spent Christmas in hospital, recovered from the pneumonia but before she could go home, she had a stroke and sadly, passed away at the beginning of January. This hat was the last thing she was able to make.

## Seattle Safety Sash™

With respect to the retro-reflective sash, it was noted that this is not as easy to place on over their head after they put on their heavy winter clothes and overcoats or rainwear. The sash may be good for younger people who are a bit thinner and very lithe, but when you have a few blocks to walk in the cold, and possibly rain, most seniors know that it is best to dress warmly. Am not sure if someone could come up with a solution for sashes for less lithe seniors, altho' it would be nice.

One of participants love the reflective sash, it is easy to put in her carry bag and use it anytime, and also no need to worry about battery dying out. It also encouraged her keep activity during winter time.”

Having my sash in my pocket in my means it is constantly available to slip on when it gets gloomy which seems to be around 4pm these days. I was at MEC buying a slap band for an elderly friend, she loved it, I passed on your tip about holding it in your hand.

The sash is floppy. I need to put it crossways and it is best if I put a belt on top of it. I think it is better than nothing. Overall I am pleased with it.

I have tried a couple of different reflective items and I like the reflective sash the best. I have had people comment that it really makes me visible when out walking. The yellow light is also good but unfortunately it stopped working in a short amount of time.

I like the sash but I find that it does not sit well when being worn. It is especially small when I wear my winter parka.

One lady stated that the sash is too small to wear over winter coats.

The grey stripe doesn't reflect light in the dark unless coming vehicle gets very near. Has no confidence wearing it.

Not very useful because it only reflects light when a car gets very near.

Not very useful.

Isn't very useful as it doesn't emit light on its own.

V. uses a wheelchair and was delighted to try out this on her wheelchair. She had reported that she received more respect from the drivers as they see flashing light. But, at times, both parties were uncertain to who should advance first. She thought maybe the drivers had mistaken “green” as “you go ahead”. She needed to hold back until she was motioned to cross. She felt “red” might have been clearer to both parties. (She wished she had another one on the other side of the wheelchair. She feels a lot safer having this on her wheelchair).

M. was delighted with having this on her walker. She can be seen by drivers and feels confident to go out.

I. has it hanging on her bag as she walks. She likes it as she is seen when she walks.

A couple of them, took seams off and made it into a long sash so that they can tie it around their bodies.

A leader of one of the groups, helped others by taking the seams off and putting velcro on it to help ease of putting it over the shoulder or preferred around the body.

Pole walking group members are wearing sash and slap on to walk during our walks for visibility in numbers. Some walk after dinner as well Many of the elder seniors (80 and over) did not wish to have this as they found it difficult to put it over their head (reach insufficiency by them) as well as putting it over the winter jacket was tight and difficult.

The younger seniors who are using them found it useful, but wished that reflector reflected at all times not only when headlights shine on them. Reflection of the sash worked only when headlights shone on it and at a close distance. Users point of view. Drivers point of view unknown.

One person took it apart at the joint and remade it with two rings so it would be easier to put around the body instead of going over the head to the shoulder.

A couple of them, took seams off and made it into a long sash so that they can tie it around their bodies.

A leader of one of the groups, helped others by taking the seams off and putting velcro on it to help ease of putting it over the shoulder or preferred around the body.

Pole walking group members are wearing sash and slap on to walk during our walks for visibility in numbers. Some walk after dinner as well Many of the elder seniors (80 and over) did not wish to have this as they found it difficult to put it over their head (reach insufficiency by them) as well as putting it over the winter jacket was tight and difficult.

The younger seniors who are using them found it useful, but wished that reflector reflected at all times not only when headlights shine on them. Reflection of the sash worked only when headlights shone on it and at a close distance. Users point of view. Drivers point of view unknown.

One person took it apart at the joint and remade it with two rings so it would be easier to put around the body instead of going over the head to the shoulder.

The reflective sash was too small to put over a heavy coat - it needs to be much longer.

### [Ikea Beskydda™ reflective bands](#)

My visually impaired friend finds the reflective bands easy to use and she says they give her confidence in being out on her walks.

E. has put one on her cane as she walks to the Centre and the rest on her wrist and ankle as well as on her bag.

## Slaplit™

I have used the LED red armband the most.

Mrs. C leaves home 5:30 am in the morning to go to swimming pool for her daily swim. She feels safe and more visible now as she wears slaplit band.

I've really enjoyed having the flashing band, which I wear around my ankle to complement the reflective stripes of my bright yellow rain jacket. Not only do I feel more visible, I've noted that drivers, when I'm crossing the street, seem more inclined to stop for me, as if they are reminded of their obligations and general 'safety' by the flashing band.

We have used our slap lit band quite a few times while walking. We feel as though we are much more visible to traffic than when we did not have them. G. wears his on his right arm and I wear mine on my left arm so we are visible on both sides!

I have had many people comment on the red LED armband and how visible I am when out walking. Others would like to know where to buy one and I would also like to purchase some for presents.

I love my slap lit band. It's easy to carry, and to switch from purse to backpack, or whatever I'm carrying everything in that day. I have only forgotten it once!

Getting used to wearing my slaplit red glow-worm armband and I am loving it. I like the 2 speed control, steady glow or flashing light options. Very useful on these dark and rainy nights! Thanks for this great tool.

Further I've had a number of people stop me in the street to comment positively on my band and ask where I got it.

## Swivel light

We wore a variety of tags and reflectors; the tag one I received was excellent. I placed it on my jacket zipper pull and it was easily seen. Some of my neighbours used reflectors on their dogs as well as themselves just to give additional protection, especially when crossing dark corners with cars which were turning.

I do use my green light a lot. I have put it on a lanyard so I can wear it around my neck. It is really bright!"

I have used it several times on these dark and rainy nights. It has caught the attention of my colleagues. The flashing light is particularly attention getting.

It's also easy to turn on and off. I thought I would be too self conscious to use the flashing feature, but I've decided it's much more visible, and quicker to turn completely off when I get onto buses, since only one click, not two, is then required. Several bus drivers have remarked upon how easy I am to see at bus stops.

I used the round yellow LED reflector when I was out walking with my grandchildren as they delivered their papers. It was so great that they could see me that it inspired me to go out and purchase a similar product for my grandchildren. Now I can spot them from a distance and I'm sure they are also more visible to cars as well.

I use my yellow light and the red LED light. I'm out early in the morning and the lights make me feel safer. I have had drivers comment that it makes me visible early in the morning. I found some lights that you can put on your shoes. This fits with the information provided by the Walk and Be Seen Campaign that to have lights on moving parts makes the more effective.

The yellow light is great but unfortunately it would not turn off and now the battery is dead. I got a second yellow light and it is now dead as well. This is unfortunate as this light makes me very visible as I ride my bike and walk.

I have the yellow flasher and the little silver walker. The latter raises the curiosity of passers-by even during the day, and I gladly preach the gospel every time, with only positive responses. The flasher (when on) causes more attention, though. I do feel it makes a difference in the dark or gloom, it certainly does to my confidence. Let's hope flasher seniors don't now boldly step forth without minding drivers and traffic lights.

The device is a bit hard to place on one's clothing. The fastening bit is somewhat short and very stiff. Arthritic old hands may not manage it, especially as it fits only some rather small zippers or other spots on one's attire/attachments to hold onto (the whole in the clip is very small). I cannot even get the drawstring of a jacket waist or hood through it to tie it with a knot.

I am out riding my bike as well as walking. I use both the yellow light and the red LED band. I feel like I need both to be seen.

The function button is also quite small, especially for clumsy or arthritic or trembling older hands. For me it means a two-handed job to find it and turn it on and further on (or off). Gloves must first come off. I've actually found myself stopping in a crosswalk trying to get the thing pushed down far enough, trying to balance handbag, glasses, gloves, umbrella, wave to drivers, and button, in my 4 or 5 hands. Good side: it encourages mindful walking. I have since extended the clip with a large safety pin.

From friends I have heard one can replace the battery, which may be found in some dollar stores. This is great info and would be good to trumpet about. Ditto: how to do this, i.e., pull the yellow round part off the black top parts.

The bright green flasher is attached to my bright green rain jacket. It is so handy to have it there as when the darkness comes, it always seems to catch me by surprise, then I can have the joy of turning on my handy flasher.

I had an encounter with a woman while I was walking down to the church for badminton last night. I had my flashing green light dangling from my finger while holding my badminton racquet. As she passed me, she exclaimed "What a wonderful idea! That brilliant flashing light sure does show up quite a long way away." So I explained to her where/why I got it and she thought it was marvelous!

We have had people coming up to us and asking where we got our "walk and be seen flashers", even when they weren't turned on. Here's a couple of design issues that, if fixed, may help future users. The reflective sash was too small to put over a heavy coat - it needs to be much longer. The clip-on holder for the flasher is difficult to put on and we had one person who lost hers because it wasn't secure. Also, it can be difficult to activate as the "button" is small and sometimes hard to locate.

We have had many people ask about where we got our flashers from and all had good comments about them. Until we got them we didn't realize how often we are out in the dark at this time of year and how much safer we feel with the flashing lights.

A bigger clip on the light would be much more functional. Larry's cracked by accident but is still functioning.

With so many pedestrians being hit - even on crosswalks – I wanted to give you an update on the "Walk and be Seen" program. The flashing light that we can attached to coat, bag etc is a big hit and those of us wearing them are constantly being asked where we got them. Any chance we could get more or have New Westminster Police give Century House some? It is so dark out and we're getting lots of compliments from drivers on how "visible" it makes us.

I have my reflective gear on my jacket when I go to my exercises in the evening and to choir practice. I get a lot of positive comments from the people that see my gear. They believe it is a great idea. They like especially the flashing green button. They 'd ask where I got it from. I definitely support the cause of "keeping the senior population visible "

The flashing light is on especially in the night. It is attached my handbag, never leave home without it !! Friends ask me where I can receive one?

...one of our first ambassadors has already provided us with some feedback, as she walks to and from the ferry both morning and night in the dark. The feedback was that though she is only (!) 64, she found the clasp on the flasher too hard to open, and gave up...wondering if you've heard this from other people? (I've found it a little tricky myself, but persevered!).

Mrs. K visits her mom every day after dinner at the nursing home, which is two blocks away from her house. She feels safe when she uses the led swivel light and crossing the busy Renfrew street.

It gives me more confidence.

I use my yellow light and the red LED light. Both work well and I sometimes use one during the day if it's rainy and gloomy out.

At first she used the sash. Found it not reflecting light in the dark. Switched to green pendant light and found it very useful. Feel safer walking in the dark.

Returned gear after two weeks because batteries turned dead after one week.

Very useful when she went out at about 5 am in the dark, feels safer when walking. Bus stops when driver sees the blinking light. Her friends asked where to buy the gear.

Left home at about 6:15 am every morning. Found that drivers usually drive slowly past or even stop to let her pass. Feels safe with gear.

Very useful because she always black clothing in winter. Drivers stop to let her pass. People asked about the gear. She leaves at 6:30 am.

Leaves home at 5:45 am, six days a week. Drivers stopped vehicles when seeing blinking light. Now, bus drivers stop the bus to let her get on instead of skipping stop. She worried about the batteries may become dead after some time. I told her where to buy new batteries for replacement.

Found it very useful. He walks slowly and feels safer when crossing the intersections with the blinking light on. Goes out five days a week at 6:00 am. Uses it every time. Also regards the blinking light as kind of a flashlight.

Found it very useful. Feels safe walking in the dark streets early in the morning. Her daughter is interested and wants to get one. Yvonne worries that the batteries might have a short lifespan.

One lady stated that the flasher's clip is hard to open with arthritic hands and therefore not easily moved from jacket zipper to handbag.

He has poor eye-sight. He feels safer walking with the gear. He left home at about 6:15 am every morning. Found that drivers usually drive slowly past or even stop to let him pass.

Found it very useful. Drivers slow down cars to her pass.

Found it helpful. She uses it early in the morning while her daughter uses it when going out on her night shift work. She and her friends want to know where to buy it.

Goes out early in the morning when it is still dark. Found the gear useful.

Useful for her because she sometimes has to go out walking in the dark early in the morning.

Found it very useful.

Has not used it a lot of times. Will use it more.

Has not used it a lot.

The clip-on holder for the flasher is difficult to put on and we had one person who lost hers because it wasn't secure. Also, it can be difficult to activate as the "button" is small and sometimes hard to locate.

#### Participant responses regarding habit formation and awareness:

I have been wearing the sash and the hat set but sometimes I forget to put them on before I go out. It would be best to have reflective material on most coats, especially winter coats, so this would not be an issue.

I have forgotten to use my light. I will try to be better at putting it on. Someone suggested that I should put it on my purse.

This is a good thing and we should all have more than one. Of course, we should also all have several little silver persons with us so we could leave them on more than one outer garment or backpack.

I would say the most noticeable change for me is the number of conversations I have had with many people about safety issues on those dark rainy evenings, and the West Side Senior Hub. I have used the cuffs on my purse straps as well on my wrists. I now can also see the value of the reflective sashes...something I have tried to avoid as they don't seem very stylish...a small concession for one's safety. It seems to me small lights would be a good addition as well and will be in the stocking stuffers this year. So a conversion on my part. Thank you.

Other people are saying "What a great idea". Everyone sees the wisdom but the commitment to change behavior is a harder next step. A project like this can help change the habits of using it. It is now in my consciousness.

Several participants shared their experiences with family and friends. Others were approached by strangers to find out where to locate the devices.

When driving early in the morning, especially when it is raining, people out walking are almost invisible. I am a lot more conscious of pedestrians since the Walk and Be Seen project has started and notice how construction workers, with reflective gear, are so much more visible over pedestrians without reflective gear. The only other people that I have seen (outside of the walk and be seen group) that have a light or reflective gear are dog walkers. However it's the only the dog that has the light and the person does not. It still helps when the dog has the light but it would be good for the person to have one too

I carry my reflective/flasher gear at the ready to wear should I wind up heading home after dark and I do feel more confident when wearing the flasher. No one has asked me about my reflective/flasher gear, although someone pointed to the brightness of my yellow umbrella for after dark use.

Yes, getting to be a habit, every time I take the dog out at night, I slap it on! I feel safe wearing it, and have added a headlamp as well since our streets are quite dark these days, esp in the rain! No comments from other dog walkers or pedestrians, but I like being the little red glow worm of our neighborhood!

The flashing light and reflective banner are regular adornments."

I have the flashing light, little white walking man, and N.West. Smiley Face, so I don't need to keep moving them around. I always have something hanging from me and receive inquiries from other people as to where I got them. Yes, I do support the cause.

We travel "on foot" extensively around the lower mainland and are very conscious of the perils facing pedestrians.

While driving I noticed a runner with a flashing light on her head as well as a flashing wristband. As a driver I felt very comfortable noticing where the runner was headed.

Most participants found this free gear is really a good thing to promote healthy living, it allow them using the right gear in the dark when they need to leave home to any activities.

I find now if I forget my sash, I feel guilty!

I have talked to a lot of people about visibility.... It also makes me more aware. I pay more attention. I don't go into complacency when I wear my sash.

I feel when I am wearing my sash that I am almost an ambassador or a model. I feel a bit more responsible for my own actions and I am ready for conversations!

Most do not go out after 4pm. But all became much more aware of others and their habit.

Two are more aware of becoming slower as they grow old and that they cannot trust their reflexes as much.

One lady coined the term 'defensive walking' and adopt a 'survival behavior'.

One calls herself 'preacher' because she wants that everybody becomes aware of the need to be visible. She got her grandchildren to wear yellow reflective raincoats for which schoolmates are jealous.

One lady stated that it is hard to find light colored coats and if there are any to buy, they come only in junior sizes. Being fashionable means dark.

Several comments on the positive action of wearing the device - also made them more aware of other safety measures.

One individual was concerned that it was one more item to remember to wear.

We talked to friends and family, complete strangers we met on the street.

A new walking group was formed after hearing about this program

I am looking constantly at where to buy equipment that reflects or is lighted up and easily worn. I have purchased myself a wholly reflective umbrella. My children received runner t-shirts with reflective fabric crossing over their backs and fronts. They already wear runners with reflective parts. My daughter-in-law organized me online, a band that is worn like a backpack but the band and centers were the bands cross can be lighted up with led lights in different colors. It is comfortable to wear over any coat.

Comments from Safety Ambassadors at the end of the campaign:

To what degree did your involvement in WBS-NP enhance your leadership in the community?

I found myself talking to seniors more and educating them on this pilot project.

I was already involved as a leader in the community.

I was already active at my church but did meet another group at a Catholic church.

Enabled me to connect with some new seniors who I had little face to face contact with.

Follow up with them, making sure that they continue using it, ask them for some feedback.

My commitment and involvement in the program caused me to become more connected with some of the more obscure groups at BHS, such as Pole Walkers, Yarns and Needlecraft and certain individuals who were recruited through information posted in the lobby. In so doing the profile of the W&BS program was increased not only at Brock House but by extension out in the Community.

Zero degree. I was not able to make new connections. The people I connected with did connect on their own accord and were very eager to take part in spreading the word.

Fun, it allowed us to connect to seniors, we learned the how/what of knitting, it was not only a way to invite seniors out and be safe it was a way for them to connect as they knitted the items. We also learnt that the "neck warmers" are lovely and warm and small enough that when a senior reached his/her destination the neck warmer was easily stored in a purse. That the reflective neck warmers or arm bands could also be used for a small dog. It was also surprising when we handed out the log books how this inspired some to start or keep going with walking even on low low light days, with more confidence.

Enhanced my leadership in the community by allowing me to connect with new people. I learned that the community is in dire need of being seen to allow seniors to more active.

My leadership in the community was enhanced by this role in that I coordinated the walking and knitting involvement through two programs at different venues and thus I was able to draw together two programs which are usually quite separate due to language and culture of the participants. The subject of safety and walking united the groups in a common endeavor and this was possible because I was the leader of both groups and it helped them to get a sense that their groups are part of a wider neighborhood initiative under shared leadership of the Family Place.

## What did you learn by being a Safety Ambassador for WBS-NP?

I learned how important it is in Vancouver or any city to wear reflexives at dusk and nighttime. I would comment to folks who were walking and cycling when they were not seen and when they wore their reflective items. I realized I wanted to extend the reflective items to more than just seniors, so I would mention it to others to be seen.

I learned that you need to find the right reflective gear for each person. Also, that pedestrians do not realize how invisible they are until they start to discuss it and wear reflective gear.

I found myself talking to seniors more and educating them on this pilot project. I was very aware of low light conditions this Fall/Winter and how vulnerable pedestrians are, especially in our rainy climate.

I just became more aware of safety issues.

I felt that the preparation session, booklet, devices were excellent. Our church members really enjoyed taking part. The final session was very interesting to learn of the variety of projects.

It was a great opportunity to find the strong points that our seniors are interested in and find their passion at, implement this skill in doing more workshops that they lead on their own.

Great exposure of how the seniors were in danger before, scared to walk in the evening...

I learned the importance of Proactive Planning as a means of raising awareness and developing an interest in the delivery of a new and different programs.

I am not sure about the leadership effect, but I do think that we were heard and stimulated many lively discussions on pedestrian safety and the health advantages of walking. We have continued hearing from the seniors at the center.

We and others got important information from the tool kit. The reporting was fairly easy; meeting and talking with other Safety Ambassadors was stimulating and fun.

You can lead the horse to the water but you cannot make it drink. If someone wants to be seen they will find their own reflective gear or connect to WBS. Most people I talked to agreed with the idea/concept of being more visible, especially as we grow older. Though the action of those people was lacking and I not able to motivate them.

I was really aware of low light conditions this Fall/Winter and how vulnerable pedestrians are, especially in our rainy climate.

I learned the importance of Proactive Planning as a means of raising awareness and developing an interest in the delivery of a new and different programs.

## What were some of your challenges and successes?

I was unable to spend as much time fostering relationships with the seniors who didn't frequent the centre because I was also working fulltime as the seniors' worker. I was able to converse on a regular basis with the seniors who were here and I could always talk to them about their devices so that was a nice connection.

All of the items given to our group were used. We did not have any battery failures with the green toggle. Could have used more wool as we have keen knitters.

Challenges-lights burnt out fast on one of the items (then they contributed to plastic in the landfills)

Some participants wanted gear but then did not wear it.

Successes- participants got their friends and families to get reflective gear. Participants bought reflective gear as gifts for others.

My challenges were having the people I signed up to follow up with what they thought of their items they received. One of my friends took her reflective to wear in Hawaii and realized she needed a flashing light rather than the sash.

My success was I reached many people and had them become aware of their vulnerability while walking in the dark

Following up with the participants was a challenge.

Success is more engagement for the seniors and find out their passion and skills, work to let it grow and appear.

Finding enough time, was the main challenge along with the ability to follow through on commitments made to deliver product and information to individuals.

Another challenge was keeping some of the key people involved, once the program was in full swing.

The main success was the number of individuals signed up and active in the program (53) Also the participation of one Ambassador in particular, ....who exceeded what was expected of her and excelled in her responsibilities to the program.

It was gratifying to have some of the seniors respond to the discussion sessions and remember them as time passed. We were also thanked for the free safety gear and felt that the donors were not acknowledged enough. Getting feedback from the seniors who come and go at different times was sometimes challenging. Most did not want to respond by e-mail. The challenge now is to get the seniors to continue using the safety gear, and to keep active!

Even with the personal letter to my closest neighbors, I got no response. Several seniors (possible age group of 65-75 years) who were still very active physically, are still vain and refuse to wear something as un-fashionable as a reflective item.

The challenge was to connect with seniors, especially those at risk of isolation. The success was seeing the joy in their faces at receiving the necessary tools for free and allowing them the freedom to explore the evenings more.

I was unable to spend as much time fostering relationships with the seniors who didn't frequent the centre because I was also working fulltime as the seniors' worker. I was able to converse on a regular basis with the seniors who were here and I could always talk to them about their devices so that was a nice connection.

My challenges were mostly related to participant frailty and ill health and mobility. As the program rolled in, I noticed perceptions that people with disabilities or temporary health challenges could not be part of the program because they could not "walk". The word "walk" made some of them feel that the program could not be accessed by them. This challenge led to success when we placed emphasis on inclusion and together looked at all the situations in which someone is outside and not visible. We looked at participants waiting for taxi's and Handy Dart, walking short distances or using a walker or wheelchair and then we placed reflective gear on people and their mobility equipment, including dogs!. We managed to turn this barrier into inclusion and I will be remembering that aspect for next year and plan to present the information with these adaptations in mind right from the beginning.

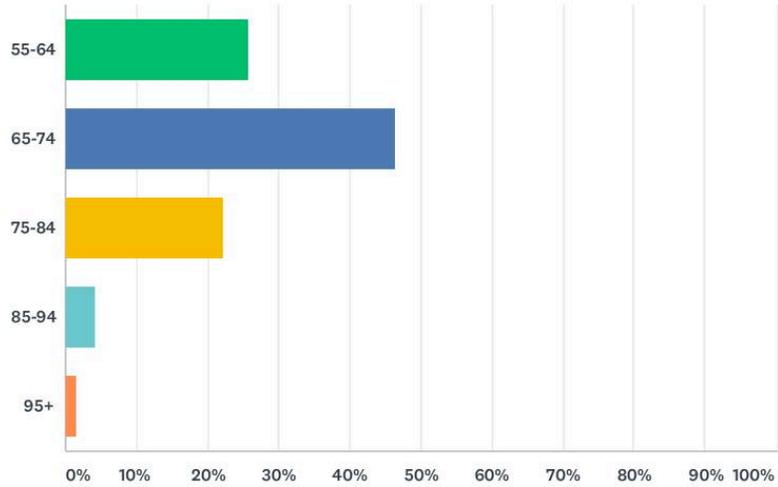
# Appendix E – Survey: Graphs, Comments and Recommendations

Walk and Be Seen 2017-18 Survey

SurveyMonkey

## Q1 What is your age range?

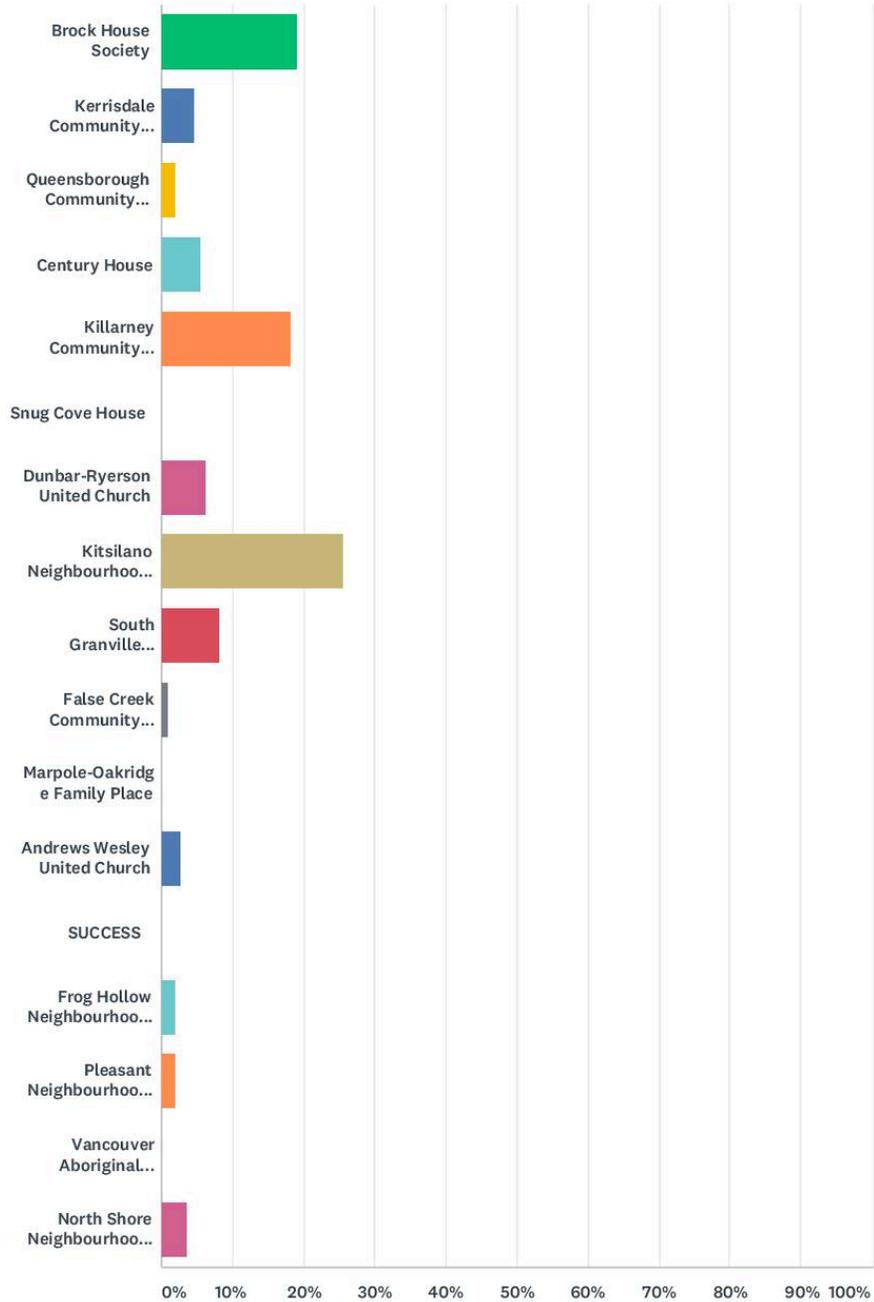
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
55-64	25.71%	36
65-74	46.43%	65
75-84	22.14%	31
85-94	4.29%	6
95+	1.43%	2
TOTAL		140

### Q2 From which organization did you receive items for Walk and Be Seen?

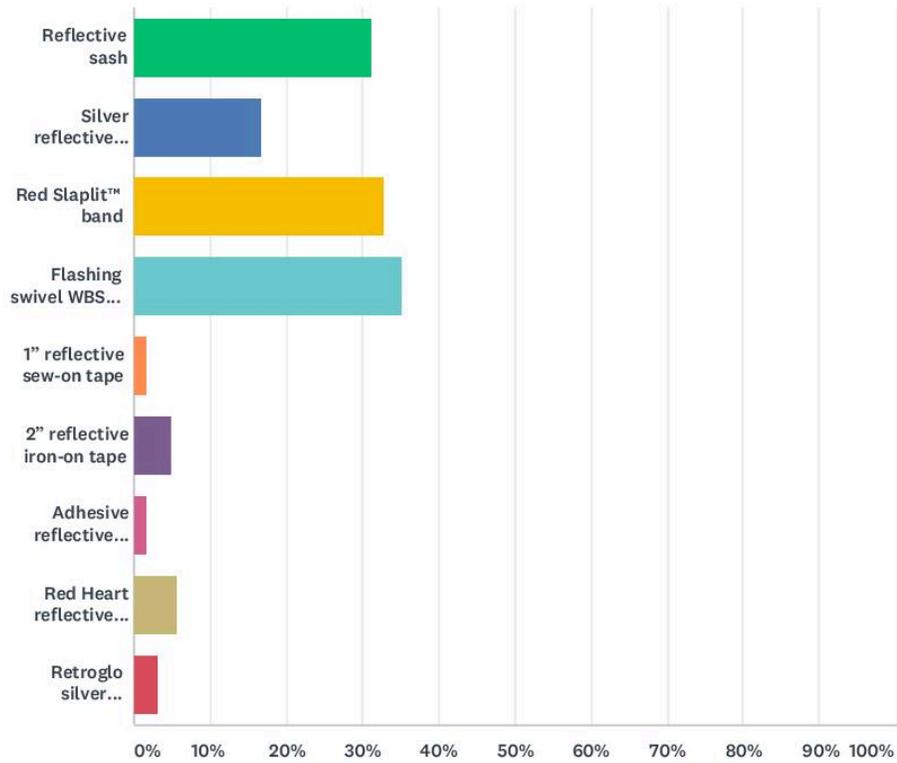
Answered: 110 Skipped: 30



ANSWER CHOICES	RESPONSES	
Brock House Society	19.09%	21
Kerrisdale Community Centre	4.55%	5
Queensborough Community Centre	1.82%	2
Century House	5.45%	6
Killarney Community Centre	18.18%	20
Snug Cove House	0.00%	0
Dunbar-Ryerson United Church	6.36%	7
Kitsilano Neighbourhood House	25.45%	28
South Granville Seniors Centre	8.18%	9
False Creek Community Centre	0.91%	1
Marpole-Oakridge Family Place	0.00%	0
Andrews Wesley United Church	2.73%	3
SUCCESS	0.00%	0
Frog Hollow Neighbourhood House	1.82%	2
Pleasant Neighbourhood House	1.82%	2
Vancouver Aboriginal Friendship Centre Society	0.00%	0
North Shore Neighbourhood House	3.64%	4
<b>TOTAL</b>		<b>110</b>

### Q3 Which safety item(s) did you use? Please select all that apply.

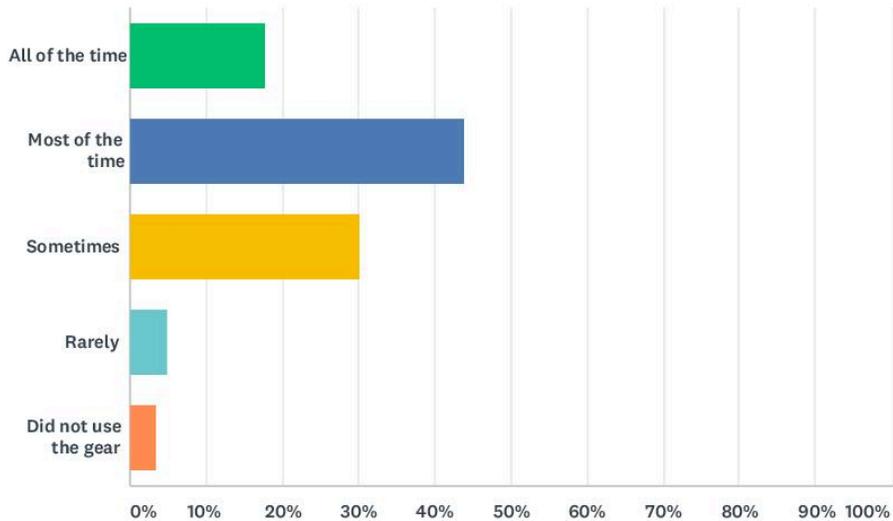
Answered: 125 Skipped: 15



ANSWER CHOICES	RESPONSES	
Reflective sash	31.20%	39
Silver reflective snapband	16.80%	21
Red Slaplit™ band	32.80%	41
Flashing swivel WBS light	35.20%	44
1" reflective sew-on tape	1.60%	2
2" reflective iron-on tape	4.80%	6
Adhesive reflective patch	1.60%	2
Red Heart reflective knitting yarn (various colours)	5.60%	7
Retroglo silver reflective yarn	3.20%	4
Total Respondents: 125		

### Q4 How often did you wear your Walk and Be Seen gear?

Answered: 123 Skipped: 17



ANSWER CHOICES	RESPONSES	
All of the time	17.89%	22
Most of the time	43.90%	54
Sometimes	30.08%	37
Rarely	4.88%	6
Did not use the gear	3.25%	4
<b>TOTAL</b>		<b>123</b>

#	COMMENTS:	DATE
1	I have reflective color on my jacket	3/21/2018 1:43 PM
2	It was good and I feel safe when I walk bate in the winter evenings I appreciate to have that band	3/21/2018 1:41 PM
3	I did not get out too much after dark but on the days I did I felt safer wearing it	3/21/2018 1:34 PM
4	I had a sense of safety that I'll be seen by vehicles	3/21/2018 1:33 PM
5	on foggy days	3/21/2018 1:30 PM
6	I have it hung on my wheelchair whenever I go out	3/21/2018 1:28 PM
7	When i first wear the flashing swivel WBS light, I love it because I fell much safer when crossing the streets in the dark. But after 1 week battery ran out. I then changed the new one but it stopped working after a few days. Then I stopped using it.	3/21/2018 1:24 PM
8	I have changed the batteries several times during the first 2 months but the gear didn't work. I was so disappointed	3/21/2018 1:21 PM
9	too "finicky" to figure out. Thought that it was more appropriate for a bike. still thought it was a good item.	3/21/2018 1:07 PM
10	only when out after dark	3/21/2018 12:51 PM
11	Depends on the bag with the safety light	3/21/2018 12:49 PM

12	Dusk onward for evenings	3/21/2018 12:48 PM
13	When it's dark, when I walk in the neighborhood	3/21/2018 12:44 PM
14	Wore all the time with dark outfits and sometimes with other outfits. It was rewarding to knit my customized navy toque with "fetching" white silvery stripes. Many thanks for the suggestion and for the knitting pattern.	3/21/2018 12:40 PM
15	Don't usually go out walking at night	3/21/2018 12:30 PM
16	All of the time with dark outfits / Some of the time other outfits. It was rewarding to knit my customized navy touque with fetching white silvery stripes. Many thanks for the suggestion and for the knitting pattern.	3/21/2018 11:29 AM
17	(Swivel light) only reflects, light does not work. Worn on her purse.	3/9/2018 5:50 PM
18	1-2x per week. Wears it depending on weather and darkness.	3/9/2018 5:44 PM
19	Wearing on jacket. Turns it on as needed after dark, in darker areas, rainy days, sunset.	3/9/2018 5:42 PM
20	Sometimes in the late afternoon and evening. Did not find the band comfortable or easy to wear.	3/9/2018 5:39 PM
21	At night always. Did not wear gear during the day.	3/9/2018 5:32 PM
22	3 times/week	3/9/2018 5:30 PM
23	Do not walk at night very often, but will use it when I walk my dog at night sometimes.	3/9/2018 5:28 PM
24	At night when I go out!	3/9/2018 5:26 PM
25	At night always. Have reflecting thing on backpack which I own already! I always use something reflective.	3/9/2018 5:21 PM
26	During the night. Sometimes I forget, to be honest.	3/9/2018 5:16 PM
27	Night time only	3/9/2018 5:12 PM
28	I need to go out in the evening so I find it very useful.	3/5/2018 6:32 PM
29	I mainly use(d) my gear when walking to and from the gym in the evenings. So between 3-4 times a week.	2/28/2018 7:02 PM
30	I keep it in my pocket so it is easy to use it.	2/28/2018 12:56 PM
31	5/7 days of the week if I know that I might be out past sunset.	2/27/2018 10:21 AM
32	I kept it in the pocket of the coat that I usually where as I was more likely to have it with me if I needed it. However, sometimes I wore a different coat and I didn't have it.	2/26/2018 8:52 PM
33	The sash is too short to fit over most of my coats in the cold weather. It is sewn so that I am unable to adjust it to what I am wearing. My size + sweater+ heavy coat and no adjustment .....	2/25/2018 2:40 PM
34	I had a lot of conversations with people as i was knitting toques with the reflective yarn. People were quite interested. i gave one fellow a toque who walked a lot and only wore black!!! he did diligintly wear the toque i gave him. So one step at a time making people aware. including drivers.	2/22/2018 10:49 AM
35	Wore it when it was dark outside	2/22/2018 7:15 AM
36	The most popular item was the flashing swivel light - it was used extensively and many passers by wanted to know how to get one. Only one or two people got the rest of the gear. Issues: Button on swivel light hard to find/use. Reflective sash too small. Snap it bands were mainly used on purses/bags as hard to stay on sleeve.	2/21/2018 2:23 PM
37	I have not been out walking in the dark since we got the gear. I will be using it when I'm out at night.	2/21/2018 11:54 AM
38	in early morning and evening hours	2/20/2018 3:49 PM
39	I use slap bands when even the sun is not shining.	2/20/2018 11:03 AM
40	I used it most often when I was going out in the evenings, in case I got delayed in getting back, and thought it was quite helpful to be seen.	2/20/2018 6:41 AM
41	I need more devices to put on most of my purses. I forget to take them off one to put on the other.	2/19/2018 10:48 PM

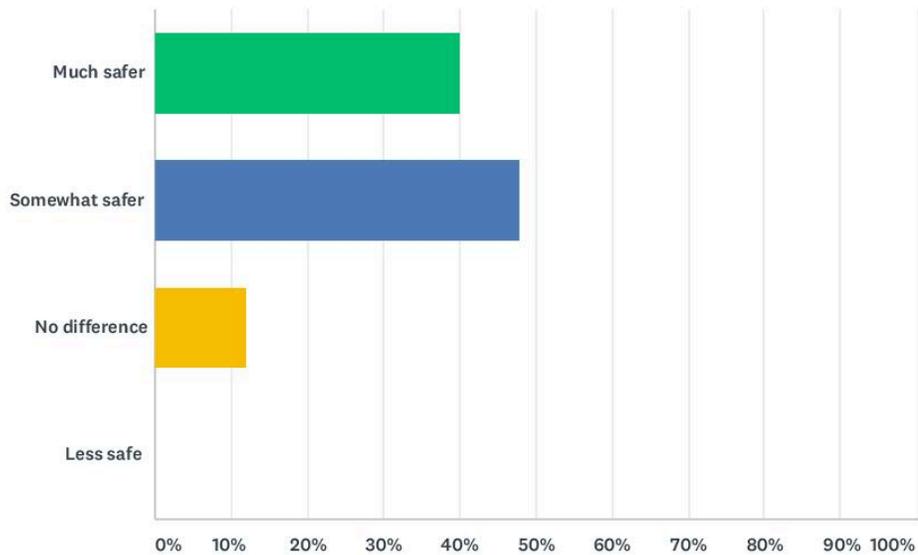
## Walk and Be Seen 2017-18 Survey

SurveyMonkey

42	After dark when I remembered to wear them.	2/19/2018 9:40 PM
43	I felt guilty whenever I forgot it!	2/19/2018 7:22 PM
44	I get many comments on my reflector.	2/19/2018 7:18 PM
45	Anytime I was out and about. Sometimes even during the days. I also kept one in the car, wrapped around the stick shift. That garnered a few questions especially if it was the red "slaplit" flashing :)	2/19/2018 7:12 PM
46	I only use in low light situations, and I am not often out in the evening.	2/19/2018 5:14 PM
47	In fact, I find the snapband not as effective. I use a bike LED light that I have bought from Dollar Stores.	2/19/2018 1:28 PM
48	That's because I tend to wear dark colour clothes.	2/19/2018 11:51 AM
49	I broke my wrist just before Christmas and I did not walk at night or in low light conditions after that.	2/19/2018 11:44 AM
50	in early morning and evening/night	2/19/2018 11:35 AM
51	At night walking my daughter's dog when we are looking after him occasionally.	2/19/2018 10:57 AM
52	unfortunately I lost my red arm band. It was very helpful	2/19/2018 10:51 AM
53	Used the bands mostly in late afternoon and evening when we thought it would be most helpful!	2/19/2018 10:40 AM
54	Used it everynight when walking the dog. It is a great little tool! Thank you!	2/19/2018 10:39 AM
55	Knitting yarn excellent	2/19/2018 10:27 AM
56	I used it regularly in the fall but had a flare up of a back issue in January so have not been out since.	2/19/2018 10:03 AM
57	I found the sash got wet during very heavy rain and not appealing to put on again. However, it made me more aware of the issue and I instead attached a small LED light to the dog leash so that it was with me and I did turn it on in the evening when we were walking in the dark.	2/19/2018 9:59 AM
58	After dark and when it was raining and dull during the day. So, quite often this winter.	2/19/2018 9:43 AM
59	Don't often go out at night.	2/19/2018 9:40 AM
60	I make it a habit to put it in my bag all the time so that I can use it whenever it's needed.	2/19/2018 9:30 AM
61	Great along the seawall	2/19/2018 9:14 AM
62	Love this campaign. It is so necessary! I have definitely seen a big difference. Thankyou!!	2/19/2018 9:13 AM
63	I had the swivel on my purse. Only put band on when walking at night in the dark, which wasn't often.	2/19/2018 9:05 AM
64	When the light is fading or at night	2/19/2018 9:03 AM
65	one I could attach and it was always ready The sash tends to fall down even when I anchored it with a curtain weight	2/19/2018 8:40 AM

### Q5 When you walked while wearing your gear, how safe did you feel compared to not having it?

Answered: 125 Skipped: 15



ANSWER CHOICES	RESPONSES
Much safer	40.00% 50
Somewhat safer	48.00% 60
No difference	12.00% 15
Less safe	0.00% 0
<b>TOTAL</b>	<b>125</b>

#	COMMENTS:	DATE
1	safe and secure	3/21/2018 1:41 PM
2	A reflective sash, in addition to clothing with reflective tape, might be more visible to drivers	3/21/2018 1:30 PM
3	The grey color is not sharp enough and doesn't reflect much light. The grey strip is on the side of the sash only which means if the grey strip is turned facing my back, the sash would not reflect any light	3/21/2018 1:27 PM
4	However, realized can only be seen if cars etc are coming towards me or behind me- not from the sides. At crosswalks - so added red flashy arm band which helped for all sides (my own armband)	3/21/2018 12:48 PM
5	Because cars and other people can see you	3/21/2018 12:44 PM
6	I felt a lot safe on the dark rainy nights with the green flashing swivel light. However, I still shoulder checked when crossing side streets or alley ways.	3/21/2018 12:40 PM
7	See above	3/21/2018 12:30 PM
8	I feel a lot safer on dark rainy nights with the green flashing swivel lights however I still shoulder check when crossing side streets or alleyways.	3/21/2018 11:29 AM
9	But still need to be cautious.	3/9/2018 5:44 PM

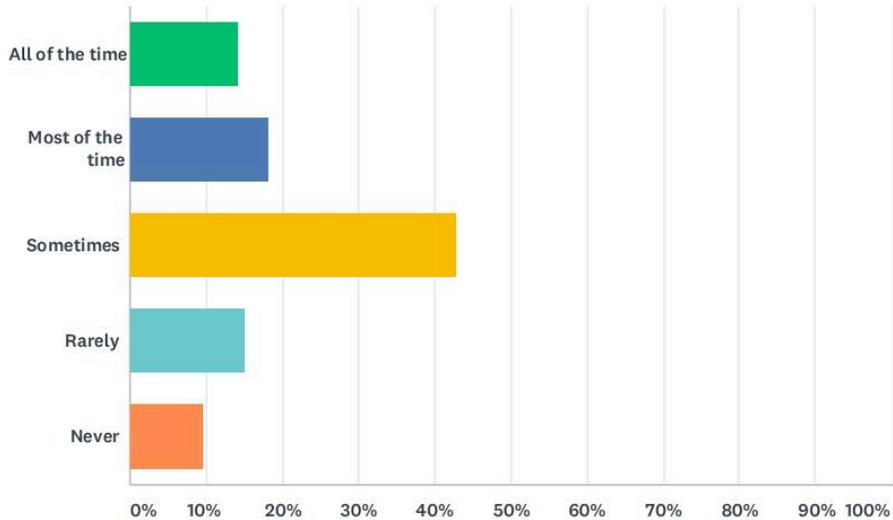
## Walk and Be Seen 2017-18 Survey

SurveyMonkey

10	She has always been very aware of pedestrian safety - carries a flashlight.	3/9/2018 5:39 PM
11	Very happy with it.	3/9/2018 5:30 PM
12	N/A Have not worn it!	3/9/2018 5:23 PM
13	Still important to be aware myself in addition to wearing safety gear.	3/9/2018 5:21 PM
14	Especially when I wear a black jacket!	3/9/2018 5:16 PM
15	It is so bright lighting up.	3/5/2018 6:32 PM
16	Although I felt like I was more visible I still do not fully trust drivers to be paying attention.	2/28/2018 7:02 PM
17	Definitely felt safer walking with sash on.	2/28/2018 12:56 PM
18	I still tried to wear light coloured or reflective clothes. I still was as cautious as usual when crossing streets etc to be sure that the driver saw me.	2/27/2018 10:21 AM
19	I think it showed up well when car headlights shone on it.	2/26/2018 8:52 PM
20	when I wear it.	2/25/2018 2:40 PM
21	You still have to be safe of cars	2/24/2018 1:06 PM
22	You still need to look and watch were you are going and see who is around you. It doesn't replace due diligence.	2/24/2018 9:34 AM
23	it made me more aware to be careful and not assume you can be seen.	2/22/2018 10:49 AM
24	Especially at night.	2/21/2018 2:23 PM
25	I would feel much safer because, as a car driver, I know how difficult it is to see pedestrians who are wearing dark clothing (which seems like most of the time) especially if it is raining.	2/21/2018 11:54 AM
26	It's a catch 22.....I want folks to see me while walking but I get nervous being seen in case it's not a safe situation.	2/19/2018 10:48 PM
27	The flasher helped me feel more confident when crossing streets after dark.	2/19/2018 9:40 PM
28	I feel lost when walking at night if I have forgotten to take my light and am even more cautious than usual.	2/19/2018 9:28 PM
29	however some drivers still don't see the light flashing when i am crossing a street	2/19/2018 7:18 PM
30	The short vids attached to your email illustrate the point perfectly. The more gear on each of us, the better.	2/19/2018 7:12 PM
31	I still missed being hit by a car, they do not pay attention.	2/19/2018 2:11 PM
32	I felt that it would be better to have a band on both arms since one arm would only protect you from cars coming from one direction.	2/19/2018 11:44 AM
33	One can never forget to take responsibility for safety. The gear is a tool not a guarantee.	2/19/2018 11:35 AM
34	more visible at intersections	2/19/2018 10:57 AM
35	I also use a small flashlight when crossing the road. I make sure that all the traffic has stopped as I sometimes find that cars ignore me.	2/19/2018 10:38 AM
36	I can only do so much. Some bad drivers out there.	2/19/2018 9:13 AM
37	still need to be watchful as my visibility wasn't 360'	2/19/2018 8:40 AM

### Q6 During the weeks of the project, did you have conversations with other people about pedestrian safety?

Answered: 126 Skipped: 14



ANSWER CHOICES	RESPONSES
All of the time	14.29% 18
Most of the time	18.25% 23
Sometimes	42.86% 54
Rarely	15.08% 19
Never	9.52% 12
<b>TOTAL</b>	<b>126</b>

#	COMMENTS:	DATE
1	Reminding each walking partner is always good attitude	3/21/2018 1:41 PM
2	talked about condition of weather and especially on a cloudy days we came to conclusion that we need to wear to be seen	3/21/2018 1:33 PM
3	Talked about the danger of wearing black clothing at night as pedestrians, and drivers awareness on foggy days and winter evening	3/21/2018 1:30 PM
4	Very useful and I like it very much	3/21/2018 1:28 PM
5	When wearing the sash	3/21/2018 12:48 PM
6	When anyone asked me about "walk and be seen" gear. I said: It's safer for you since cars can see you when its dark, crossing the streets is much safer	3/21/2018 12:44 PM
7	People were impressed by my green flashing WBC lights, and the reflective stripes of my knitted toque.	3/21/2018 12:40 PM
8	People were impressed by my flashing was light and the reflective strips of my knitted touque.	3/21/2018 11:29 AM
9	People would ask about the device.	3/9/2018 5:50 PM

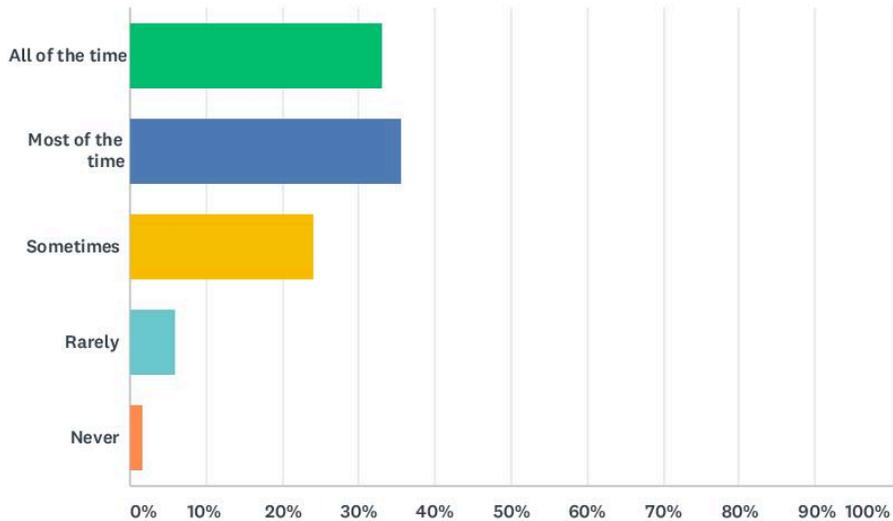
## Walk and Be Seen 2017-18 Survey

SurveyMonkey

10	With kids	3/9/2018 5:42 PM
11	She has and still does speak to friends, fellow bus passengers, etc. Everyone wearing all black especially in evening.	3/9/2018 5:39 PM
12	Only saw one presentation.	3/9/2018 5:26 PM
13	Discussion with the group.	3/9/2018 5:21 PM
14	With another senior in the group.	3/9/2018 5:16 PM
15	It came up more in my job and personal life rather than with people passing me on the street.	2/28/2018 7:02 PM
16	Conversations with my friends	2/28/2018 12:56 PM
17	The flashing red band offered opportunity to discuss road and pedestrian safety- wearing light coloured clothes, understanding the difference between 'reflective devices and clothing' and actual 'lights'. People asked me about it, where I got it.	2/27/2018 10:21 AM
18	Most people thought it was a good idea. Some people said they had band or flashing reflectors but I actually never saw anyone else wearing safety gear.	2/26/2018 8:52 PM
19	I have had a number of people ask me where they could get one. I also spoke with friends about it.	2/25/2018 5:58 PM
20	I promote health awareness	2/25/2018 2:40 PM
21	i had lots of conversations with people they were wanting to know what i was doing in respect to the toques.	2/22/2018 10:49 AM
22	Wearing the swivel light was a conversation opener. Walked once a week with group of around 15 people and got comments from their daily experiences.	2/21/2018 2:23 PM
23	Seniors really want to be seen and safe.	2/20/2018 11:03 AM
24	I thank the folks who are seen and I remind the folks who are not being seen.	2/19/2018 10:48 PM
25	I had people comment on my equipment about much easier it was to see me and some wanted to know where I got it from and where they could get it.	2/19/2018 9:28 PM
26	lb	2/19/2018 7:12 PM
27	I carry with me extra of these small bike lights and give them away when I see people walking in the dark.	2/19/2018 1:28 PM
28	People were interested in the gear, where I got it, found it noticeable.	2/19/2018 11:35 AM
29	mostly in our car or sometimes with others when we were having trouble seeing pedestrians or bike riders wearing dark clothing with no lights or reflective tape.	2/19/2018 10:57 AM
30	Especially spoke to our grandsons about safety and purchased a band for oldest grandson!	2/19/2018 10:40 AM
31	I have urged my friends not to wear dark clothing and carry some type of light when it is dark outside.	2/19/2018 10:38 AM
32	No conversations stimulated by the sash.	2/19/2018 9:59 AM
33	People on the street would comment about the light. As well, drivers would point to it and smile (sort of a thumbs up).	2/19/2018 9:43 AM

### Q7 How often do you plan to use your Walk and Be Seen gear next year?

Answered: 121 Skipped: 19



ANSWER CHOICES	RESPONSES	
All of the time	33.06%	40
Most of the time	35.54%	43
Sometimes	23.97%	29
Rarely	5.79%	7
Never	1.65%	2
<b>TOTAL</b>		<b>121</b>

#	COMMENTS:	DATE
1	if i wear dark color clothing on rainy days	3/21/2018 1:43 PM
2	feeling good and safe	3/21/2018 1:41 PM
3	During spring fall and particularly winter months	3/21/2018 1:34 PM
4	I bought a "vest" reflective yellow vest. I'll wear "slap-ons" on my ankles and wrists	3/21/2018 1:33 PM
5	Whenever I go out in the dark	3/21/2018 1:21 PM
6	Swivel light broke unable to use anymore	3/21/2018 1:02 PM
7	If i'm out after dark	3/21/2018 12:51 PM
8	Again when dusk	3/21/2018 12:48 PM
9	When it's dark	3/21/2018 12:44 PM
10	All the time when i'm wearing dark clothing. I often choose to wear a white jacket in winter (or a light colour). For fashion sensibilities I must wear black jacket with black slacks on some occasions. My green WBS light is permanently attached to the black rain jacket now! Thanks	3/21/2018 12:40 PM
11	All the time when I am wearing dark clothing. I often choose to wear a white jacket in winter for fashion sensibility I must wear black with black slacks. On some occasions my green wbs light is permanently attached to the black rain jacket now. Thanks.	3/21/2018 11:29 AM

12	She would like to get one that works (flashing light).	3/9/2018 5:50 PM
13	Again depending on conditions outside.	3/9/2018 5:44 PM
14	Same as now.	3/9/2018 5:42 PM
15	She would like to exchange her (red Slaplit) band for some other safety feature as the band does not suit her - it is not comfortable to put on or wear. She's never sure whether it is effective.	3/9/2018 5:39 PM
16	Often, it's very helpful!	3/9/2018 5:30 PM
17	Because Daylight Savings is coming up and I won't be walking often in the dark.	3/9/2018 5:28 PM
18	When I go out in the dark.	3/9/2018 5:26 PM
19	Night time only.	3/9/2018 5:12 PM
20	I plan to continue wearing my gear in the evenings when I walk to and from the gym.	2/28/2018 7:02 PM
21	On dark nights and dull or wet days, I'll try to remember to have it with me.	2/26/2018 8:52 PM
22	I almost felt like one wasn't enough and that a person needed one for each arm.	2/25/2018 5:58 PM
23	see above	2/25/2018 2:40 PM
24	too small to be seen. A sash would be a better idea but there weren't any left for our group to use.	2/20/2018 5:50 PM
25	My light stopped working. I tried to change the battery but it didn't work. I got it wet so I think that is why it broke.	2/20/2018 4:10 PM
26	Every time the sun is not shining.	2/20/2018 11:03 AM
27	After dark in all seasons.	2/19/2018 9:40 PM
28	At least as much as I have this year and last.	2/19/2018 7:12 PM
29	I probably will be out in low light times more next year.	2/19/2018 11:44 AM
30	for dog walking or walking to evening events	2/19/2018 10:57 AM
31	Only thing is the battery life on my slap wristband was very short.	2/19/2018 10:39 AM
32	Whenever it's dark outside.	2/19/2018 10:09 AM
33	I am planning to re-use the sash by sewing it to my black dog walking jacket permanently on the wrists and a patch on my back.	2/19/2018 9:59 AM
34	At night and in the rain.	2/19/2018 9:43 AM
35	It definitely has its place.	2/19/2018 9:40 AM
36	Again, with light on in fading light or at night	2/19/2018 9:03 AM
37	I have a fancy safety strapping system that is 360'	2/19/2018 8:40 AM

**Q8 How has your participation in Walk and Be Seen changed your behaviour(s) as a pedestrian? Your personal stories and comments could make a difference in how public officials view pedestrian safety as a priority issue for funding.**

Answered: 95 Skipped: 45

#	RESPONSES	DATE
1	I would remind myself and my friends to wear or to choose bright color clothing when we go outside during rainy days	3/21/2018 1:43 PM
2	Feel safe but still be more alert on the road	3/21/2018 1:42 PM
3	make eye contact with driver more, be more careful crossing the road, wear lighter color jackets	3/21/2018 1:35 PM
4	I am more careful walking at night making sure I can be seen before stepping out in traffic	3/21/2018 1:34 PM
5	I have always been careful especially at crosswalk so "not much". I'll walk extra blocks to the "signal" lights on busy streets	3/21/2018 1:33 PM
6	I pay a lot more attentions to pedestrian safety. After a few weeks of using the flashing swivel WBS light, I bought a light reflective vest. I wear it every time I go out walking. I've returned my swivel light.	3/21/2018 1:25 PM
7	I love using the gear because bus drivers always stopped their bus for me. Once I forgot to wear it, the bus driver asked about it and reminded me to bring it along next time	3/21/2018 1:21 PM
8	I feel cars can see me better	3/21/2018 12:55 PM
9	Bus drivers like - they know someone at the stop	3/21/2018 12:54 PM
10	Feel safer sometimes; but some driver and pedestrian don't care for that. Hope the gear's light is wider to make people notice more of the seniors	3/21/2018 12:52 PM
11	Felt more comfortable out after dark or staying out until dusk	3/21/2018 12:51 PM
12	Better	3/21/2018 12:49 PM
13	I was always conscious of being seen as small/short. More confidence with sash + yellow strips of yellow umbrella	3/21/2018 12:48 PM
14	I feel safer	3/21/2018 12:45 PM
15	When i wear the gear and walk at night, I feel safer since people and care can see me	3/21/2018 12:44 PM
16	I have always walked almost everywhere. News coverage of pedestrian injuries and fatalities has made me more anxious recently. WBS education sessions were most helpful. We pedestrians are justified in our preoccupation with safety-especially in the era of distracted driving. our response should be extra vigilance and taking precautions to ensure we are visible.	3/21/2018 12:40 PM
17	n/a	3/21/2018 12:30 PM
18	I have always walked almost everywhere. News coverage of pedestrian injuries and fatalities has made me more anxious recently. WBS education sessions were most helpful. We pedestrians are justified in our preoccupation with safety - especially in the era of distracted driving. Our response should be extra vigilance and taking precautions to ensure we are visible.	3/21/2018 11:29 AM
19	Initial talk on safety was enlightening and useful.	3/9/2018 5:50 PM
20	No, just as cautious as before.	3/9/2018 5:44 PM
21	More aware of dangers.	3/9/2018 5:42 PM
22	It has not changed behavior significantly - has always been quite aware of safety - that one needs to be seen by cars and cyclists - always carries and uses a small flashlight when it is dark or late afternoon.	3/9/2018 5:39 PM

23	Daughter answered questions on the phone for her.	3/9/2018 5:32 PM
24	More aware of vehicles and how they can't see you in the dark.	3/9/2018 5:30 PM
25	Made me more aware but did not change a lot.	3/9/2018 5:28 PM
26	Haven't changed much. Always been very cautious even before participating in this.	3/9/2018 5:26 PM
27	Be careful, more aware of pedestrian safety!	3/9/2018 5:23 PM
28	Haven't changed a lot. Already very aware because of personal accident as a pedestrian.	3/9/2018 5:21 PM
29	More concerned to be aware ALL the time; to look out all sides before I cross the street.	3/9/2018 5:16 PM
30	I always try to be extra cautious.	3/9/2018 5:12 PM
31	Felt safer, more aware!	3/9/2018 5:10 PM
32	Many citizens asked where they could obtain a wrist band that lights up like mine.	3/9/2018 5:09 PM
33	More aware	3/9/2018 5:06 PM
34	I feel more safe walking at night.	3/5/2018 6:32 PM
35	yes, I make sure the reflective tape on my clothing will be visible. I even put some on my umbrella strap	3/1/2018 9:11 PM
36	Change the fashion trend! Make reflective umbrellas! Make reflective waterproof, fashionable shoes. Make those reusable grocery bags reflective. Point out poor judgement - by being at crosswalks, not in the classroom!	3/1/2018 8:28 AM
37	I became much more aware of the poor choices people around me make. From wearing black to crossing the streets in mid block, from being distracted when driving to not being aware of how they are seen by others. Although, reflective gear is helpful, it does not lower the risk in the city's winter traffic. A survival instinct and defensive behaviour is key.	3/1/2018 8:13 AM
38	My participation in the Walk and Be Seen campaign has made me much more aware of the risks that I face as a pedestrian and it has also made me a more cautious driver. I pay closer attention than I used to when crossing the street. I have been wearing my light and feeling safer because of it (more noticed).	2/28/2018 7:02 PM
39	It makes me more aware to make sure that I am visible when I am walking. The video was very good. It showed me how often we are not visible.	2/28/2018 12:56 PM
40	It has made me much more conscience about what I wear when I go out. Reflective clothing only works if the lights are directly on me and not if I am walking across the street and a car is turning. I think that more TV or radio ads or posters displaying how invisible a person wearing black is on a rainy dark night. I think interviewing drivers about what they can and cannot see when turning, or around speed and reaction times. I think that pedestrian crosswalks with no light or pedestrian activated flashing orange light on major streets should NOT be allowed. ie on Granville street with cars almost always traveling above 50 kms. I also believe that there needs to be some targeted information to younger people who wear black, have black umbrellas and feel that they can run quickly across the slippery street. Thank you	2/27/2018 10:21 AM
41	I became more conscious about the need to wear the gear, especially when I'm driving and see pedestrians crossing the street in dark clothing.	2/26/2018 8:52 PM
42	As I'm a driver as well as a pedestrian I have a good appreciation of how difficult it can be to see pedestrians. Wearing the band was a constant reminder to me to be very sure that I was seen by the driver.	2/25/2018 6:54 PM
43	I am more aware of how difficult it is to see pedestrians. Esapecially on rainy nights.	2/25/2018 5:58 PM
44	I would like to have more options and input too appropriateness of each item available.	2/25/2018 2:40 PM
45	I am a runner and we are always very careful. The flashing arm band is great with other flashing lights. But it does not protect you. I feel its up to you. If they are not looking at you in a crosswalk do not go. I have come close to been hit few times. Drivers and pedestrian are both responsible for watching out. I never run with head phones ... Its not safe and the more you flash the better it is.	2/24/2018 1:06 PM
46	I wait until a see that every driver has stopped. I look them in the eye to be certain they see me. I have become very aware of how many pedestrians wear dark colours. I'm aware also of how many young pedestrians are looking at their phones as they cross the road. There are also a lot of jaywalkers and people who run across just as the light is amber. I'm extra-vigilant as a driver.	2/23/2018 5:44 PM

47	I would like to have a doz sashes to give to the pedestrians that have been causing me so much stress, as a driver, in the last couple of months of dark rainy weather in Van. Could they be given out at events such as the fireworks, parades, Community Center events, any where there is a police presence. Maybe police could carry some in their pockets to hand out to "at risk" pedestrians. etc. .	2/23/2018 12:53 PM
48	Absolutely! it has made me more aware and hopefully the people that I have spoken with who are drivers are more aware.	2/22/2018 10:49 AM
49	I would also like to see a devise that would address the distracted drivers' attention.	2/22/2018 7:15 AM
50	Now am conscious of putting on light when crossing street at night. Cars now see me and slow down well before cross walk.	2/21/2018 2:23 PM
51	My participation made me more conscious about pedestrian safety, and much more likely to take safety precautions. I had always known it would be a good idea, but attending the talk and hearingthee statistics made me actually act on the knowledge.	2/21/2018 1:37 PM
52	Feeling so much safer at night dealing with vehicle traffic is really important for people. I'm sure the use of this gear would greatly reduce accidents involving pedestrians and vehicles (incl bikes)	2/21/2018 11:54 AM
53	Not a lot. I repeat, the sash would be useful. Too bad there weren't enough to go around.	2/20/2018 5:50 PM
54	no comment	2/20/2018 4:10 PM
55	I am much more aware of drivers and other pedestrians, and aware of how I drive.	2/20/2018 11:55 AM
56	Too many senior's wear black or dark colours in evenings and on gloomy days. These people can't be seen by drivers.	2/20/2018 11:03 AM
57	It has not changed my behaviour, I walk the same as I did before, always on the sidewalk, and look carefully before crossing	2/20/2018 6:41 AM
58	I am much more aware of how invisible I am crossing the street even at dish or dawn. I have had conversations with varied people both young and old about their visibility. In particular I am keeping in mind a visually impaired neighbour to whom I lent some silver reflective snap bands. I was a little concerned that they are only noticeable in direct light, but they are good that she does not need to worry whether they are on or off, and they were convenient.	2/20/2018 12:14 AM
59	It has started a conversation when folks see I am wearing my device. I has folks asking questions and perhaps has other folks have a conversation in their head about maybe they should follow suit.	2/19/2018 10:48 PM
60	I can't say that it has changed my behaviour because I have always been very cautious then walking in the dark. However, it has certainly made me very grateful for the extra protection. I have always worn reflective bands, but feel even more secure with the reflective light and worry about how long it will last and where I will be able to get another.	2/19/2018 9:28 PM
61	I am much more aware of all kinds of issues to do with road safety. This project has opened many avenues of learning for me.	2/19/2018 7:22 PM
62	i need some improvement when crossing a street	2/19/2018 7:18 PM
63	I'm more aware of taking responsibility for my own safety rather than grumbling about how others drive or cycle. It's a more positive attitude and is reflected (pun intended) in how I communicate the message to others.	2/19/2018 7:12 PM
64	I am less likely to start crossing on a flashing hand signal	2/19/2018 5:14 PM
65	I was still very cautious about motorists.	2/19/2018 2:11 PM
66	It is an important, much needed awareness program!	2/19/2018 1:28 PM
67	To educate young drivers to give pedestrians the right of way. Tourists drivers, from the US or with Int. License should take a written test before allowed to drive. Advertise rules of the road to the public. Pedestrians should not use cell phones while crossing the road.	2/19/2018 11:51 AM
68	It has not really. I feel I am quite a cautious walker already.	2/19/2018 11:44 AM
69	The most surprising effect for me was the change in driver's behaviour. They would see my bright yellow reflective jacket (personal wear) and my flashing band and they tended to stop to allow me to cross much more readily than without the gear. It seemed a reminder to drivers to think about pedestrian safety.	2/19/2018 11:35 AM

70	It is very important to be able to be seen at night	2/19/2018 10:57 AM
71	more careful when walking	2/19/2018 10:51 AM
72	We did not feel safe walking in Vancouver, especially in the evenings. Now we each wear a band and feel we have reduced our fears, knowing that we are doing something to help us get noticed as we walk!	2/19/2018 10:40 AM
73	Our streets are darker now since the city has installed dimmer lighting. There are sections of the sidewalk between streetlights that are very dark. Encounters with wildlife (skunks, raccoons) are more likely because I can't see to avoid them. Some form of lighting is important for all pedestrians, especially those of us who walk our dogs multiple times in the evening. My dog wears a glow collar and reflective raincoat. I have my slap wristband and sometimes wear a headlamp as well as my reflective jacket.	2/19/2018 10:39 AM
74	I often walk on the Arbutus Greenway and would suggest that the traffic light for cyclists and pedestrians crossing 41st Ave. and the Boulevard should be adjusted as cars come along and prevent people from crossing when the walk sign is on.	2/19/2018 10:38 AM
75	I never wear black clothing at night anymore. Clothing manufacturers should put more reflective materials into outdoor clothing.	2/19/2018 10:31 AM
76	Made me more conscious that it was my responsibility to be seen.	2/19/2018 10:29 AM
77	We rarely meet after the workshop	2/19/2018 10:16 AM
78	Some pedestrian just walk across the street without checking for coming vehicles to make sure their own safety.	2/19/2018 10:09 AM
79	No	2/19/2018 10:03 AM
80	It has made me much more aware of the issue. I am now on the lookout for a headband with reflective yarn. I have asked my girlfriend who knits and sells hats to consider including the reflective yarn in at least some of her product.	2/19/2018 9:59 AM
81	The reflective sash I found to be awkward to wear and not very visible. I'm starting to wear lighter outer clothing and shoes at night, and may look into other ways of being more visible.	2/19/2018 9:54 AM
82	I am more careful to plan how I dress before I go out (reflective clothing, lighter colors), and I am paying more attention before I cross the street.	2/19/2018 9:51 AM
83	I feel much more comfortable crossing streets with the red light on my arm. Indeed, I liked the light so much that I went out and bought another at MEC so that I could have one on each arm --- and clearly be seen from any direction. Vancouver drivers often run red lights and now I think that I can be seen more easily by them.	2/19/2018 9:43 AM
84	Awareness. Paying attention. Raising awareness n drivers and others too.	2/19/2018 9:40 AM
85	I'm still very careful crossing the roads. The red band makes me more relaxed.	2/19/2018 9:33 AM
86	I follow all traffic rules on my part as pedestrian and I cross the street more carefully.	2/19/2018 9:30 AM
87	I think it is a great idea! Safety for senior's is so important!	2/19/2018 9:20 AM
88	Yes	2/19/2018 9:14 AM
89	I only walk and take the bus so I always am very careful. This campaign has made it easier to talk to people and make them more aware. Drivers and walkers!	2/19/2018 9:13 AM
90	nothing has changed....still cautious	2/19/2018 9:06 AM
91	It is a great program. It is nice to feel safer when out walking in low light situations	2/19/2018 9:05 AM
92	As an older driver I am aware that the majority of pedestrians are invisible at night, especially when it is raining---and especially if the pedestrians are wearing fashionable Vancouver black. If I cannot see them, then I presume that the majority of other drivers cannot see me at all.	2/19/2018 9:03 AM
93	a lot and made my actions more mainstream and fun	2/19/2018 8:40 AM
94	Increased awareness of being seen by others. Device is easy to use.	2/19/2018 8:38 AM
95	I am not only much more aware of my own personal safety but when driving I am also much more aware of pedestrians.	2/19/2018 8:23 AM

## Q9 Final comments and recommendations:

Answered: 71 Skipped: 69

#	RESPONSES	DATE
1	It was hard to use over my winter jacket	3/21/2018 1:44 PM
2	nil	3/21/2018 1:42 PM
3	the band did not stay on well	3/21/2018 1:40 PM
4	none	3/21/2018 1:34 PM
5	"snap-ons" were useful. They would be better if they are longer and fit on the biceps area. When the jacket sleeves are longer, they are hard to see on the wrists	3/21/2018 1:33 PM
6	Better use a sharper grey or silver that reflect more light. The reflective strip should be sewn on both sides of the sash	3/21/2018 1:27 PM
7	It is a pity that the gear did not work well even when new batteries were replaced	3/21/2018 1:24 PM
8	I will definitely continue to use it in the future	3/21/2018 1:21 PM
9	I find the gear very useful and the battery inside is still working fine. I fell very safe now when I cross the road because drivers usually stop and wait to let me pass. I and my husband often come out together early in the morning when it's still dark. He wears the red slapit band. We walk slowly because my husband is 90. We'll continue to use these 2 gears next year.	3/21/2018 1:19 PM
10	I love this gear as it makes me feel safe on the road. I share the gear with my daughter. I use it early in the morning when it is still dark while my daughter uses it when she goes out on her night shift.	3/21/2018 1:17 PM
11	Both I and my husband love using the gear. I wear it when I go out early in the winter morning to do exercise. When I go home, it's my husband's turn to use it when he goes out to get his morning newspaper. My husband walks very slowly due to a pain on his legs. We'll continue to use it in the future	3/21/2018 1:16 PM
12	I don't go out often alone because my children often worry about me if I go out alone. But sometimes I go out to meet my friends. When i do that I like to take the red slapit band with me. Sometimes I was stopped on the street because some people were interested in the (?) gear and wanted to know more about it	3/21/2018 1:10 PM
13	I commend the developers and implementers of this program. Remaining active and avoiding isolation will help seniors thrive while also reducing healthcare costs associated with pedestrian involved accidents.	3/21/2018 12:40 PM
14	n/a	3/21/2018 12:30 PM
15	I commend the developers and implementers of this program. remaining active and avoiding isolations will help seniors thrive while also reducing health care cost associated with pedestrian involved accidents.	3/21/2018 11:29 AM
16	Pedestrians should also be made aware of risks from bikes.	3/9/2018 5:50 PM
17	It's a great idea for seniors.	3/9/2018 5:44 PM
18	She thinks that the fashion industry should be compelled to sell black items with something reflective (arm band) as part of it.	3/9/2018 5:39 PM
19	This program should be presented often as reminder because pedestrian safety is important and seniors are often neglectful about it.	3/9/2018 5:26 PM
20	Nice presentation!	3/9/2018 5:23 PM
21	Very good presentation! Very valuable point: "Wear something reflective other than wearing white." Umbrella with reflective coating would be very useful safety item especially during the rainy winter season in Vancouver.	3/9/2018 5:21 PM

## Walk and Be Seen 2017-18 Survey

SurveyMonkey

22	Keep doing it! Give the presentation to people of ALL ages. Adults should set a good example to their children...be role models.	3/9/2018 5:16 PM
23	Wrist/arm bands are marvelous.	3/9/2018 5:09 PM
24	An excellent program promoting safety	3/9/2018 5:06 PM
25	A very good project to spread out.	3/5/2018 6:32 PM
26	I thought this was a great program. I would like to see it continue for everyone old and young. It would be great if ICBC was able to sponsor this project too!	3/1/2018 9:11 PM
27	It is all worth it! You may not change the old-old but you have influence over the new-old and the young.	3/1/2018 8:28 AM
28	Instead of buying the small (in comparison) reflective gear, why not invest in a small business for fashion designers, who design fashionable outer clothing with large reflective parts ie. belts, collars, cuffs, for a reasonable price and practical sizes. Many older women are a size 18 +.	3/1/2018 8:13 AM
29	Thanks for the great campaign! This information and gear needs to be more accessible to the general public.	2/28/2018 7:02 PM
30	Will use sash next year too.	2/28/2018 12:56 PM
31	Thank you for raising the conversation and awareness. Excellent and valuable program and I hope that it can continue.	2/27/2018 10:21 AM
32	The project was very good in raising awareness of ways to keep pedestrians safer.	2/26/2018 8:52 PM
33	I think a campaign to make people aware of the variety of things that are available to pedestrians to make them more visible would be a good idea.	2/25/2018 6:54 PM
34	A lot of seniors find it difficult to get to mountain equip. Coop. I think the safety equip should be available at community centres or pharmacies, that are close to their homes.	2/25/2018 5:58 PM
35	Good try. Need to have been made aware of the project much earlier in the year . We were late coming in to the project and I do not really know which service provided it.	2/25/2018 2:40 PM
36	I cannot get across a street before the No Walk sign comes up. I walk mostly on West 10th Ave. in West Point Grey. I find that some other areas have a longer Walk time. I walk briskly with walking poles. Having a longer Walk time seems a simple way to increase safety. I also think pedestrian crossings should have more lights such as the flashing lights st 42nd and West Boulevard. Cats eyes imbedded in the crossing would also help. A few Europeans have told me that Europe has better pedestrian crossings.	2/23/2018 5:44 PM
37	thanks for initiating this. i hope you continue!	2/22/2018 10:49 AM
38	Reflective material on jackets - especially dark ones - should be compulsory. Pedestrians need to contribute to their own safety by making themselves visible-especially on dark, wet nights.	2/21/2018 2:23 PM
39	Great program! I learned a lot, from people who were informed and passionate about the topic.	2/21/2018 1:37 PM
40	I think the City should get involved in an education program to make citizens aware that this equipment is available and very effective. I think about this every time I hear on the news about a pedestrian getting hit by a car.	2/21/2018 11:54 AM
41	More details in the report.	2/20/2018 11:55 AM
42	We should remind the manufactures that seniors, matter of fact everyone needs colours to be seen.	2/20/2018 11:03 AM
43	fill Safer	2/20/2018 7:40 AM
44	I think it should be mandatory for ALL pedestrians and cyclist to Walk and Be Seen. Kids, Adults, Seniors, Strollers, Cyclists. If we need lights on in the car while driving we need lights on our bodies and bikes, strollers.	2/19/2018 10:48 PM
45	Flashing red light adjustable Niteize band not suitable for thicker arms on winter coats. Mine loosened and fell off without my noticing it. Same product dangling from a grommet on the end of an extra long coiling slap band would be an improvement.	2/19/2018 9:40 PM

46	I have occasionally been caught without my light because I was later getting home than I had intended. Any time I anticipate walking in the dark, I stick my light in my backpack so I have it when I need it. As a driver, I know how hard it is to see pedestrians in the rain or at night so I very much appreciate this device and would love to be able to inform other people where they can be purchased.	2/19/2018 9:28 PM
47	Feel safer	2/19/2018 8:56 PM
48	Pedestrian safety and road use are issues that clearly belong in every citizen's awareness. What is needed is public education at all levels. Safety should be a habit and a given!	2/19/2018 7:22 PM
49	I realize this is out of your scope, but I'd love to hear more from drivers who've hopefully noticed a difference and/or expressed appreciation for peds who are taking responsibility. (There've been times when, as a driver, I wished I could have jumped out of my car and given a piece of reflective gear to a ped wearing black. The ped I'm relieved I saw because I was driving slowly.)	2/19/2018 7:12 PM
50	Continue to spread the word.	2/19/2018 5:14 PM
51	Educate the public rules of the road.	2/19/2018 11:51 AM
52	A person should have 2 bands on their arms and of course still be very cautious.	2/19/2018 11:44 AM
53	Possibly extend to 'bike and be seen' Market reflective gear Thank you for this excellent program!	2/19/2018 10:57 AM
54	Great job folks! Keep up the good work.	2/19/2018 10:40 AM
55	Thank you for this program which has brought more awareness to pedestrians about wearing adequate lighting gear during the dark winter months!	2/19/2018 10:39 AM
56	Submitted comments under a separate email	2/19/2018 10:31 AM
57	I recommend this product to all my friends.	2/19/2018 10:29 AM
58	Lost my band - need another. Received my info through the University women's club here in ?? received my info through the University women's club here in Vancouver	2/19/2018 10:27 AM
59	None	2/19/2018 10:16 AM
60	Jay walking across the street should be warned and penalized.	2/19/2018 10:09 AM
61	I think the sash is a good idea, but needs to be more reflective and made of a material that stays put more.	2/19/2018 9:54 AM
62	Thank you for introducing this Walk and Be Seen program to me. I walk a lot and feel much safer walking at dusk and at night.	2/19/2018 9:43 AM
63	Very important to continue this project. Traffic is getting worse and seniors are still being hit. Perhaps a suggestion to send a letter/email to some appropriate govt people would be a good initiative.	2/19/2018 9:40 AM
64	Avoid dark clothing.	2/19/2018 9:33 AM
65	Always be extra caution when crossing the street .	2/19/2018 9:30 AM
66	Hopefully the city of Vancouver will keep improving ways to help senior's live safe and long happy lives.	2/19/2018 9:20 AM
67	Good idea	2/19/2018 9:14 AM
68	Glad to be a part of this and a lot of fun to try different lights and reflectors.	2/19/2018 9:13 AM
69	Having reflective bits on all outer wear would be a good thing and probably save lives.	2/19/2018 9:05 AM
70	Thank you for including us in this project	2/19/2018 8:38 AM
71	Reflective materials should be on all coats. then people would not have to remember to wear the gear!	2/19/2018 8:23 AM

## Final Acknowledgments

This project would not have been completed without the financial support of the federal government New Horizons for Seniors Project grant.

The Westside Seniors Hub, our parent organization, was a steady support throughout the campaign.

The Lead Partner Organization, Kitsilano Neighbourhood House, provided leadership and facilities. In particular we want to thank Sandra Petrozzi and Romy Senghera for their guidance.

Kudos to the many volunteers especially the Safety Ambassadors who generously donated their time! You were the backbone of this project!

We appreciate the commitment of the Access and Mobility Committee:

Kathie Orchard, Chair, Westside Seniors Hub  
Romy Senghera, Manager of Community Programs, Kitsilano Neighbourhood House  
Peter Phillips, Brock House Society  
Stephanie Williams, Best Environmentally Sound Transportation  
Dalia Margalit-Faircloth, Jewish Family Service Agency  
Sandy James, City Planner, Co-founder of Walk Metro Van  
Andrea Sara, Dunbar Residents' Association  
Joanne Salem, Kitsilano resident

Campaign Coordinators: Mishaal Rinch, Zoë Little

Report authors and Co-chairs of Access and Mobility Committee:

Sabina Harpe and Lynn Shepherd  
May 2018



Funded by the Government of Canada's  
New Horizons for Seniors Program

Canada