



**Westside
Seniors Hub**

**Walk and Be Seen
2016-2017 Report**

Access and Mobility Committee
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Vancouver, British Columbia

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Abstract

Walk and Be Seen (WBS) was a volunteer pilot project on the Westside of Vancouver involving senior pedestrians. It was designed to promote walking during low-light conditions while wearing reflective apparel. It was created by the Access and Mobility Committee of the Westside Seniors Hub in response to statistics that show senior pedestrians experiencing the highest number of fatalities from collisions in Vancouver. The project registered 132 participants who agreed to wear free reflective gear (cloth sash or LED slapband), tally walks of any length, and provide feedback. The project ran from November 2016 to February 2017. Upon completion, 79 registrants completed a survey and provided comments. An Action Mini-Grant (VGH Trauma Services, Vancouver Coastal Health) provided initial funding with Kitsilano Neighbourhood House, Mountain Equipment Coop, the Jewish Family Services Agency, and WalkMetroVan contributing additional funds and administrative support.

Background

The Westside Seniors Hub organization started in 2015 to identify and promote awareness of seniors' issues. The Access and Mobility Committee chose to focus on pedestrian safety since senior pedestrian injury and fatality statistics for the City of Vancouver are unsettling. Clearly, during October to February, low-light, inclement weather conditions and limited visibility increase pedestrian vulnerability. The Committee was cognizant that they could have little impact on road design, traffic speeds, driver behaviours, or vehicular safety features, all factors that contribute to pedestrian vulnerability and fatalities. However, focusing on seniors' behaviours and eliciting volunteer help to increase awareness of pedestrians' high risk when wearing dark clothing during winter months seemed like a worthy venture.

Description

WBS was officially launched at the Kitsilano Neighbourhood House Fall Fair on October 22, 2016. Leading up to that date, we had researched pedestrian visibility locally and in other countries and developed support materials for presentations: information flyers, a Powerpoint presentation with logo, posters, brochure, stickers, and registration forms. Community police, the Insurance Corporation of BC and other community groups were consulted. A dozen presentations at seniors' gatherings included an emphasis on the health benefits of walking as well as the importance of pedestrian visibility. Seniors who registered online (82) received weekly email newsletters with information updates, encouragement and prizes. Those who opted out of the online communication (50) tallied walks on cards and were encouraged by volunteer Senior Safety Ambassadors, who took on the role of communication and support. At the end of the 18-week campaign, all participants who completed the project were invited to respond to a feedback survey. Everyone was eligible for one of 20 prizes from generous donors.

Outcomes

Demand for reflective gear outstripped availability. Presentations provoked lively discussion and storytelling. Of 82 online participants, >54% logged their walks weekly. Many participants reported receiving positive comments about their visibility. Project spinoffs included knitting groups using reflective yarn, a seniors' café distributing additional reflective items, a small but regular daytime

walking group, and informal connections to other community groups promoting safety. Reflective gear garnered enthusiasm for increased pedestrian visibility.

What We Learned

The project revealed not only enthusiasm for free gear but genuine interest among 132 participants in promoting pedestrian visibility with reflective apparel. On average, 72% of 82 participants receiving weekly email newsletters actually opened it and 54% logged their walks regularly for 18 weeks. Comments and stories collected from all project participants indicated that visibility in low-light conditions is an issue easily understood and that there is a ready willingness to address it. Wearing a reflective sash or LED slapband was sufficient impetus to generate conversations with friends, but also strangers, about the invisibility of pedestrians who wear dark clothing and the need to wear some kind of reflective or light-emitting materials. Recipients of the weekly newsletter submitted over four dozen comments in this regard (Appendix C) and the anonymous end-of-project survey also reflected this informal outreach (see Appendix D).

- *Lots of prolonged glances! Some inquiries where did you get it? Lots of positive comments. "Good idea". "I should do that too"*
- *When I showed a few friends (during the day time) my sash. One of them, a driver, said she wished all pedestrians wore one, as she had recently narrowly missed a darkly-clad pedestrian crossing a street*
- *I received several comments confirming the sash is very effective. Suggestions were made that the City/Province should provide every senior with one.*

During addresses to seniors' groups with the help of print materials and a PowerPoint presentation (Appendix A4), it was obvious that pedestrian invisibility in low-light conditions is an issue that resonates with seniors' experiences as road users. There were often stories told about barely missed collisions (from both driver and pedestrian points of view), and discussions about other pedestrian safety issues, like crossing times, crosswalk light times, pedestrian and driver inattention to basic traffic rules, speeding vehicles through intersections, and the actions of cyclists. Many reported not going out walking after dark or in rain for fear of mishaps. The presentations reached an estimated total audience of 140 seniors and one-on-one conversations with attendees at a seniors' fair reached another 80.

The Project Launch at the Kits Neighbourhood House Fall Fair on October 22, 2016 was attended by people of all ages. 40-50 people were engaged in conversations about visibility. Many were intrigued by the idea of wearing apparel with sewn-in reflective tape or knitted from reflective yarn. Others responded to displays offered by ICBC, the VPD, WalkMetroVan and Tetra.

Our literature research on pedestrian safety (Appendix A3), especially regarding seniors, revealed disquieting BC/Vancouver statistics about accidents that only get intermittent media coverage, usually just the day after an accident occurs. ICBC and VPD do reference these statistics in conversations when they hand out reflective pendants to citizens near the fall equinox. Yet there appears to be no consistent campaign to promote pedestrian visibility, model gear or apparel, issue reminders

throughout winter months, or draw attention to visibility as contributing to vulnerability among specific age groups.

We drew information primarily from the following sources:

1. European Vision Zero legislation and reductions in fatalities, interurban comparisons in pedestrian casualties between Stockholm and Vancouver
2. WorkSafe BC's health and safety regulations
3. BC Provincial Health Officer's Report on Road Safety
4. Canadian Motor Transport Administrators' report on vulnerable road users
5. History of seatbelt legislation
6. City of Vancouver Pedestrian Safety report
7. ICBC and Vancouver Police Department statistics

We conclude that reflectivity is worthy of greater emphasis in development of road safety policies and programming aimed at road users. We believe that wearing reflective apparel can become a habit akin to fastening a seatbelt. The data warrants immediate action (Appendix A3), much as data in the 20th century regarding seatbelt use made the need evident long before seatbelt legislation came into effect.

Data from Vision Zero initiatives worldwide—indicates that a *Safe System Approach*, which addresses a combination of road design, vehicle design, road users and safe speeds as a whole, can reduce injuries and fatalities by factors of two, three or more. Visibility is just one part of that. However, we believe it is under-emphasized in road safety training and needs more widespread acknowledgement as a significant problem. Project participants submitted over two dozen comments saying everyone needs greater awareness about reflectivity for pedestrian safety (Appendix C, D).

- *I received a lot of feedback on my sash from individuals whom I met during my walks. One lady thought it was "fabulous" and repeated that word several times. She is of the opinion that EVERYONE should wear it not just seniors.*
- *As a driver I recommend the use of the reflective gear to the people who walk at intersections, specially in dark or low light. Or rainy conditions!!!*
- *Everyone should do it.*
- *Generally, people agree that reflective items are a great idea.*
- *I enjoyed hearing from people I knew how smart I was to wear reflective gear. "We saw you as we drove by" and we did not see many other people. "Great idea".*

Our end-of-project feedback survey recorded 76% of respondents plan to use their gear *frequently* in the future (Appendix D), which indicates habits are forming.

- *It is interesting how my attentiveness has been affected... when I am caught short or forget, I find myself saying to someone "I really needed to have my sash with me!" This awareness is valuable to me*
- *My Slap Lit is now in my jacket pocket, permanently!*
- *I feel naked without the black reflective sash.*

We learned about numerous kinds of gear to improve pedestrian visibility that are available worldwide. Internationally, Scandinavia led the way in the 90's, and EU countries have followed suit in promoting visibility in the context of Vision Zero. Finland mandates that a schoolchild display at least three reflective items on clothing or accessories; France mandates having a reflective vest and triangular road warning sign in every vehicle for use in accident situations. It seems as though efforts have been made during the last decade in Canada to promote lights and reflectors for cyclists, and more recently for runners and for dogs with their walkers. This kind of gear is most often available at sporting goods and pet stores, which are not visited by seniors as often as pharmacies, grocery stores, or transit stations.

Canadian apparel, even when it incorporates reflective decals/strips, does not seem to be sold with reflectivity being emphasized in labels and advertising. That includes children's and young adults' outerwear. There is much more that Canada can do to promote pedestrian visibility without resorting to mandates. Wearing visible apparel can become a habit if pedestrians (all citizens!) are aware of its proven benefits in reducing collisions.

Recommendations

From what we have learned we would recommend:

- ❖ Health Authorities recommend that consumers buy *effective reflective* items, ones that meet European safety standards (tested for visibility at specific distances), large enough to be seen at distances matching city speeds, and visible at 360°
- ❖ Pharmacies, clinics, doctors' offices, community centres and recreation facilities, and activity groups distribute cards/brochures/ posters about pedestrian visibility and offer *effective reflective* items as giveaways or at reasonable cost. Our preference would be that this be done without adding substantially to plastics or batteries that are not recyclable (e.g. fabric & Velcro armbands, iron-on/stick-on/sew-on patches for bags/canes/ walkers/clothing, reflective belts/hats/mittens/scarves)
- ❖ Healthcare personnel and community organizers reach out to senior citizens in independent and assisted-living complexes to increase their awareness of visibility
- ❖ School traffic safety programs (pedestrian, cycling) incorporate road user visibility gear/apparel in addition to helmet and bell as safety gear, with take-home information for parents

In conclusion, this was a small pilot project aimed at seniors, but as it evolved, it became increasingly apparent that people of all ages and abilities need to be aware of and committed to visibility as part of pedestrian safety.

Appendix A – Communication

1. Walk and Be Seen poster

 **Westside Seniors Hub**



Walk and Be Seen 2016

A Pedestrian Visibility Pilot Project...for seniors by seniors

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 be following all the rules, being cautious and obeying signals at crosswalks. Being **visible** also makes a big difference!

Participation Opportunities:

- Join as a volunteer **Senior Safety Ambassador** to help recruit Walkers and distribute reflective gear
- Join as a **Walker** and receive a free reflective item in exchange for your participation in the project

Walk and Be Seen 2016 LAUNCH: Sat. Oct. 22nd 10-3 at Kits House AUTUMN FAIR

Limited reflective items available! If you are interested, please contact:
by email: wbs@westsideseniorshub.org or phone: **604-736-3588 ext-606**

Project Partners
Kits House, ICBC, VPD, WalkMetroVan, Jewish Family Service Agency, B.E.S.T., Dunbar Residents Association-KiCKS program, Brock House Society, and Kits Community Centre

Sponsorship provided by

Funding provided by 
Promoting wellness. Ensuring care.

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

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

2305 West 7th Avenue Phone: 604-736-3588 www.westsideseniorshub.org

2. Trifold brochure

WALK & BE SEEN 2016

PILOT PROJECT

OBJECTIVES

- emphasize the health benefits of walking
- encourage safe walking in low-light
- complement ICBC, VPD safety campaigns
- promote the use of reflective gear/apparel
- provide free gear to participants
- gather feedback from participants
- provide partners & sponsors with data
- use data to plan further initiatives

Our mini-grant from Vancouver Coastal Health allows us to involve 150 seniors.

The pilot project runs from October 22, 2016 to February 28, 2017 – when low-light conditions and inclement weather can make walking less enticing.

**BE PROUD TO BE SEEN!
BE PROUD TO BE A SEEN-IOR!**





WALK AND BE SEEN 2016

WANT TO PARTICIPATE?

Join as a **Senior Safety Ambassador:**

- register Walkers, share pedestrian safety info and distribute free reflective gear
- walk, wear your gear and tally 40-50 'outings' or walks of any length
- gather feedback from your team of Walkers and submit to project leads
- training will be provided

Join as a **Walker:**

- register and get a free reflective item
- walk, wear your gear and tally 40-50 'outings' or walks of any length
- report your tally and provide feedback

All tallies will be entered for prizes!

HOW TO BECOME A PARTICIPANT?

* Register with your name, phone #, & email **OR**

* Come to our **Project Launch:** Kits House Autumn Fair on October 22, 2016 at 10-3 to pick-up your gear

To register, call **604-736-3588 ext. 606** or email **wbs@westsideseniorshub.org**

www.westsideseniorshub.org
www.walkmetrovan.ca



A Pedestrian Visibility Pilot Project

WALK AND BE SEEN 2016

For seniors by seniors

WALK and be more VISIBLE during low-light hours!

Funding provided by 

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Project Partners
Kitsilano Neighbourhood House, ICBC, VPD
WalkMetroVan, Jewish Family Service Agency,
Dunbar Residents Assn.-KICKS program,
B.E.S.T., Kits Community Centre,
& Brock House Society

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

 Kitsilano Neighbourhood House
The Hub of Vancouver's Westside since 1994

www.westsideseniorshub.org

WE SHARE THE ROAD!

WALK FOR HEALTH!

Walking is good for seniors' health. The physical changes associated with aging worsen with inactivity and long periods of sitting.

You don't need to take up a sport or go to the gym...just be sure to walk regularly!

Did you know.... Just **1** hour of moderate-intensity physical activity (walking 5km/h) can offset the health risks of **8** hours of sitting?

Evidence from health studies indicates that walking regularly can lead to longer and better quality of life by:

- improving circulation
- reducing blood pressure
- strengthening muscles
- reinforcing bone structure
- supporting joints
- improving sleep patterns
- slowing mental decline
- countering risk of depression
- helping with balance and fall risk
- reducing disability with symptoms of arthritis

For more info, visit:

"One Hour of Activity Offsets Risks from 8 Hours of Sitting": search.webmd.boots.com

"12 Benefits of Walking": arthritis.org

Vehicles, cyclists, walkers...we all share the roads. **Safety is a shared responsibility.**

Pedestrians can do *their* share by:

- using sidewalks thoughtfully
- looking and listening at intersections
- making eye contact with drivers before crossing
- crossing at designated crosswalks
- obeying signs and signals

But pedestrian caution may NOT be enough.

Accidents happen and the majority of drivers state "I just didn't see him/her."

Particularly in low-light conditions, rain, fog, and snow.....



WEARING VISIBLE clothing and REFLECTIVE gear CAN MAKE A DIFFERENCE TO VISIBILITY for drivers



EVIDENCE DOESN'T LIE

Did you know?

- Sweden legislated a **Vision Zero** campaign in **1997** - **'no loss of life in road transport is acceptable'**
- Since then Sweden has had a **3-fold reduction** in vehicle and pedestrian fatalities and injuries
- In 2013 road fatalities per 100,000 population, in **Sweden** and the **UK** there were **2.7** and **2.8** respectively, but in **BC 5.87** - **that's 2x more!**
- **Vision Zero** thinking has since been adopted by many countries and jurisdictions....**by BC in 2016!**

BC's Vision Zero strategy aims to

"make progress in reducing the number of road fatalities, prevent and reduce the severity of injuries... by protecting vulnerable road users such as pedestrians"

In City of Vancouver, senior pedestrians are vulnerable! In 2012:

seniors **65+ years** = **13.2%** of population

but = **14.1%** of injuries & **38%** of fatalities

EVIDENCE SHOWS THAT

VISIBILITY REDUCES VULNERABILITY

Workers exposed to moving vehicles are required to wear high visibility apparel on the job (WorkSafeBC)

IT'S TIME FOR PEDESTRIANS TO BE VISIBLE!

3. Talking Points for Senior Safety Ambassadors

The Westside Seniors Hub

Visit <http://westsideseniorshub.org/about-us/>

- made up of 12 Hub Partner organizations, a senior-led Hub Council, and action-oriented committees
- launched in 2014, the Hub is supported by Kits Neighbourhood House. It brings together local volunteer seniors and seniors-serving organizations to ensure seniors can thrive in Westside communities. The Hub identifies gaps in service delivery and generates community support for seniors' issues.

Want to Participate?

"Walk and Be Seen" is a pilot project organized by the Access and Mobility committee of the Hub and funded by Vancouver Coastal Health VGH's Trauma Services division. The project will see 150 people (walkers and ambassadors) receive free reflective gear to wear on 50 walks of any length. Participants will provide feedback at the end of February which will be shared with partners and inform future campaigns.

This pilot project is designed to complement safety programs already in place by ICBC and VPD. It aims to highlight awareness and form habits so that wearing reflective gear becomes natural, much like putting on your seat belt in the car. Results from the pilot project will help the Hub seek further funding for pedestrian safety.

Evidence Doesn't Lie!

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

Stockholm and Vancouver share similar conditions...

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.....2005-2011: **pedestrian fatalities per 100,000**: Stockholm **0.4** City of Vancouver **1.5**⁴ That's **>3x as many!**

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**

March 2016 BC Report on Road Safety³ by BC's Provincial Health Officer:

The *Approach to Vision ZERO* that has been adopted by British Columbia's Ministry of Public Safety¹ "The number and rate of pedestrian fatalities does not show a sustained downward trend" (**62.3 fatalities per 100,000 population per year** in decade 2004-2013)³

"**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.”³

City of Vancouver Pedestrian Safety Study April 2012⁴

Nearly **half** of all pedestrian collisions **occurred in 4 months 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/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 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, administration costs and other indirect costs....\$127million/year

Evidence regarding reflective apparel is clear:

When pedestrians use reflective apparel, patches, or tags and lights, their visibility for drivers is enhanced, especially when **wearing those items on limbs in motion** – they are more visible in low-beam headlights².

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?**

We Share the Road!

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% men, 90% 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-term². 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)⁵.

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**.

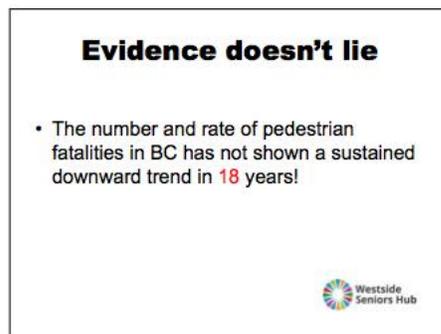
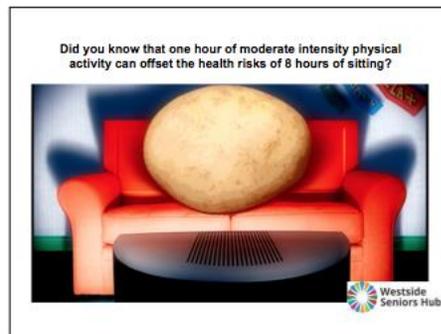
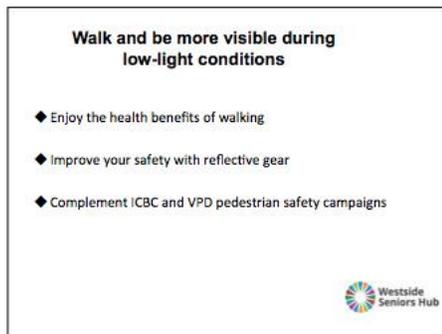
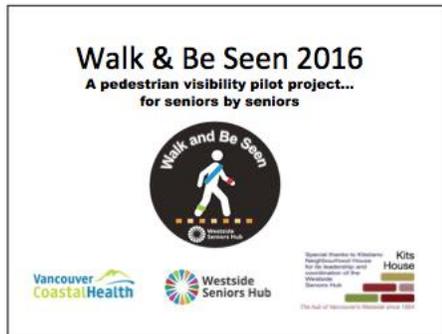
Walking has physical and psychological benefits. Outdoor walking groups have wide-ranging health benefits including **reductions in blood pressure, body fat, BMI, total cholesterol, physical function, six-minute walk time, and risk of depression**.

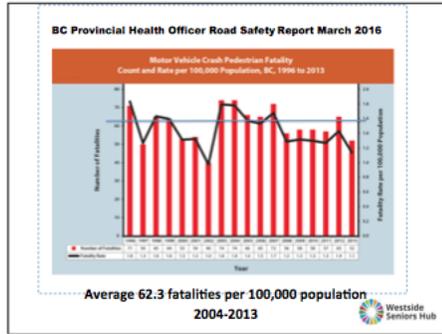
Walking groups are fun and good for social well-being.

Principal references (more available upon request)

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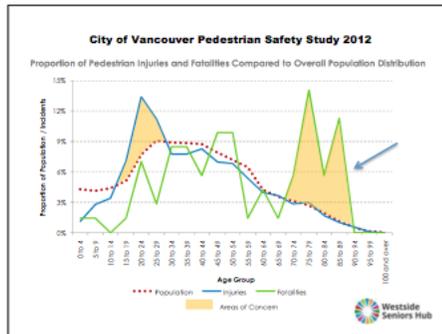
4. PowerPoint presentation





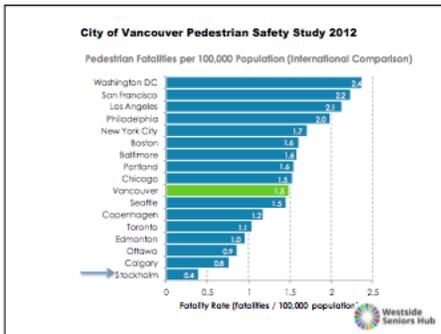
Evidence doesn't lie

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



Evidence doesn't lie

- 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



Evidence doesn't lie

2013 Road fatalities per 100,000 population

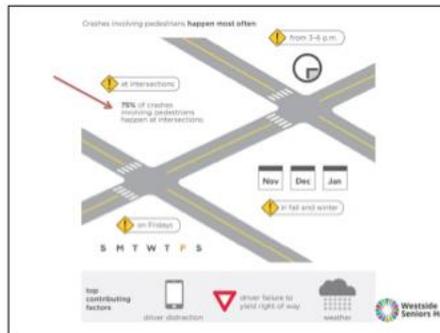
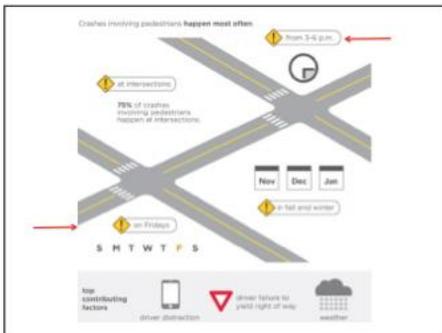
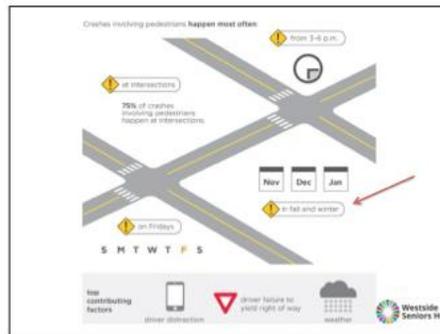
Country	Fatality Rate
Sweden and United Kingdom	2.7 and 2.8
British Columbia	5.87

Look, listen and be seen.
Be a safe pedestrian.

How many pedestrians are in this photo?

We share the road!

- ◆ Safety is a *shared* responsibility – drivers, cyclists, pedestrians
- ◆ Pedestrians can do their share.....particularly in low-light conditions, rain, fog, and snow

Walk and Be Seen !

Wearing visible clothing and reflective gear *can* make a difference to visibility for drivers and cyclists



5. Sample newsletter



Walk and Be Seen | February 19, 2017



Wider perspective on WBS – featuring BC Seniors Advocate, Isobel MacKenzie!

This week we would like to introduce you to Isobel Mackenzie, Canada’s first Seniors Advocate, a role that is unique in Canada. Her mandate is to oversee the health and well-being of BC’s seniors. She would be pleased to know that you are actively involved in promoting safe walking!

Isobel Mackenzie's Office of the Seniors Advocate (OSA) “monitors and analyzes seniors’ services and issues in B.C., and makes recommendations to government and service providers to address systemic issues.” Under the Seniors Advocate Act it is her role to “collaborate with persons who deliver seniors’ services for the purpose of improving the efficiency and effectiveness of service delivery.” She is an independent office of BC government.

Which services and issues?

- health care, personal care, housing, transportation and income supports

How does she formulate recommendations?

- conducts surveys of users, typically involving thousands across BC
- compiles reports, 14 so far (home supports, HandyDART, residential care)
- Council of Advisors, 30 BC citizens who develop priorities for government action

What can she actually do about her recommendations?

- gain media attention for OSA reports and where improvements are necessary
- speak at public events, engage in discussions with legislators and advocates
- provide regular updates on progress towards goals

The OSA issues an annual report *Monitoring Seniors' Services* summarizing the extent to which seniors' services are meeting needs and where improvements need to be made.

If you have an opinion on issues affecting a large number of seniors you can submit comments and help OSA identify concerns and develop priorities.

Here are some useful and interesting links:

OSA <http://www.seniorsadvocatebc.ca/>

Report <http://www.seniorsadvocatebc.ca/osa-reports/report-monitoring-seniors-services-2016/>

Comments <https://survey.health.gov.bc.ca/TakeSurvey.aspx?SurveyID=I232352>

Log your walks

Please log your walks when wearing your gear. [Please click here to enter a number for the previous week](#) (and for past weeks if you missed a few). Your comments and stories about any part of the Campaign are most appreciated!

Stories & Fun Facts

Your safety gear is yours to keep!

Some of you have been using the reflective safety sash and others have been using the slap lit band. Both of these items were offered to WBS at cost by Mountain Equipment Coop.

We hope that now that you have been using these items, you will be committed to them in the future.

Should you find that your item is gathering dust, please consider giving it to someone who will use it or dropping it off at Kitsilano Neighbourhood House. We are also very interested in the reasons for not using them. The project is gathering data so all kinds of information is helpful!

Two more weeks left in this project - the last day is March 4!



Appendix B – WBS Data Summary

Number of project partner organizations contributing/aware of WBS	23
Number of funding sponsors (VCH, KNH, MEC, JFSA, WalkMetroVan)	5
Attendance/interactions about WBS at public presentations	270
Number of Senior Safety Ambassadors	12
Total registered participants	132
Weeks for participants to log walks (online or paper) Nov 1 - March 4	18
Gear distributed to registrants: reflective sashes	76
Gear distributed to registrants: LED slapbands	62
Total one-way walks logged by registrants while wearing gear (18 weeks)	6170
Registrants maintaining contact	79%
Dropout rate for registrants with email newsletter contact	7%
Dropout rate for registrants only in contact with Ambassador	44%
Online registrants requesting contact via email	82
Weekly newsletters sent via email to online registrants	18
Average clicks opening weekly email newsletter	72%
Average clicks for logging walks from weekly email newsletter	44%
Approximate number of comments, stories submitted by online registrants	155
Comments indicating increased awareness of visibility, habits formed	33%
Comments indicating using gear elicited conversations w/ public	30%
Comments regarding gear preferences, difficulties, availability	38%
Total respondents to feedback survey (English, Chinese) in February	79
Survey respondents: While wearing gear - feel safe + very safe	80%
Survey respondents: Conversations with others about pedestrian safety – sometimes + frequently	74%
Survey respondents: Changes in behaviours from WBS – somewhat + very much	69%
Survey respondents: Will continue wearing gear - frequently	76%

Appendix C – Categorized Online Log Responses

1. Participants' awareness of visibility as increasing safety & habits forming

- Cars stop more often when I wear the reflector.
- Purposeful one hour walks, busy streets close to rush hour.. Felt safer wearing reflective sash.
- I have been using the sash and have now added a slaplit band on my wrist. Using the flashing mode at crosswalks certainly increases visibility.
- I feel much more confident wearing my arm band.
- I am going to go to MEC to get another arm band. I feel much more confident when I have it on. Everyone needs these things.
- It is so easy to just throw on my reflective scarf. It's great.
- Sorry, I'm not a good candidate for this campaign. If I go out at night I take the car and don't walk on the streets. But if I did walk I would use it.
- The days are getting longer so the walking gear is needed less as the season changes. However, whenever I'm out walking in the dark, I always wear it.
- Good for rainy dark mornings.
- It is becoming more and more of a habit for me to remember to use it!
- It is interesting how my attentiveness has been affected... when I am caught short or forget, I find myself saying to someone, "I really needed to have my sash with me!" This awareness is valuable to me
- Wearing the reflective gear gives me a sense of safety, walking on streets that are less lit and crossing intersections. I wish every pedestrian wore one on rainy nights.
- Not this week! Just wish more cyclists would wear anything to make themselves visible in the dark
- This is a very good initiative and I believe can save lives. Probably also increases awareness of drivers for the risk pedestrians are regularly encountering on dark nights and in bad weather.
- There was lots of greyness, rain and snow. I definitely felt visible and safer wearing my gear in the evening, but even during late afternoon hours when there was still some daylight.
- It's scary that on a rainy night, how hard it is to see pedestrians when they are wearing mostly/all black/dark colors and carrying a black umbrella! I have worn black outerwear most of my adult life and just bought a blue ski jacket a couple of weeks ago! And now, of course, I have my Slaplit bracelet.
- When I am walking with reflective gear, I think I am safe.
- I have asked others about my visibility from the back since I often wear a small pack and have a hard time stretching it across and have received positive responses but only if a I have passed under a light or a car has driven past to catch the reflection of the light it is the movement that catches attention
- Concerned about visibility on side poorly lit side streets.

- I wish other people with black dresses would do the same. In particular, cyclists in black suits should also wear them.
- When I was walking along a stretch of poorly lit road with no sidewalk, (alongside, but not on, the Arbutus railway track) the sash I was wearing was helpful in making me visible to drivers both behind and in front to see me, and made me feel less vulnerable than I would have been without the sash. I wasn't walking on the railway track, which would have been safer, because I was pulling my shopping buggy for which I needed a smooth surface.
- For the first time I had occasion to be out when it was really dark. The red light band is very effective!
- I feel naked without the black reflective sash. I noticed people are watching me.
- I keep the sash hanging from the front door handle, this way I never forget to wear it when I leave my place
- I keep forgetting to put it in my pocket when I go out! Weeks ago when I got the strap I had it in my pocket and didn't use it much. So I took it out. Now it's back in the pocket again.
- I bought my own lighted wrist bracelet to go with the sash. I find car drivers really notice it
- I found that some younger walkers do not want to be bothered as they feel they are careful!!! I think they are missing the point.
- At least drivers saw me when I was at the cross walk!
- I love my arm band and the feeling of added confidence I get when wearing it out in the dark night!
- I think this reflective gear (I wear an armband) is such a great idea that I hope catches on big-time in our city. I haven't had anyone stop me on the street and ask about it but I certainly see people noticing me and my reflective arm band!
- I was walking in a rural setting that had very little street lighting so I put my arm band on the 'flashing' mode which really made a difference to my visibility!
- I'm enjoying wearing my reflective arm band during these winter months. I really do feel safer. I've also noticed that when I forget my armband when out at night I am much more aware of how 'invisible' and dark I appear to drivers. I'm planning to purchase reflective arm bands for all 4 of my grand nieces and nephews!
- In daylight and icy weather recently I was waiting to cross Broadway, and a car was on Arbutus waiting to turn right. The light turned green for drivers to go straight across Arbutus, and the white man appeared for me to cross. As I stepped onto the road the car to my left started turning, as if to try and beat me.
- I was taken aback and stopped. The driver did not show any sign of apology. I emigrated to Vancouver from the UK a few years ago, and I find this law so dangerous for pedestrians. Cars stopped promptly to allow me to cross the street Drivers do notice me and probably appreciate that I can be seen. I am also visible to pedestrians who gaze at me as we meet on the street. They, however, are not that visible especially this time of the year with the rain and the glare. Now I appreciate the need to take measures to protect myself by wearing some reflective material when I walk in the dark.

- These walks offer some other benefits. Since I started my participation in this program, I find I am walking a lot more and that's good.
- Hardly used sash although did last night. Walk a lot and my street is very dark at night. It did inspire me to get stick-on reflective tape for my backpack and raincoat. I don't think I walked more or less because of the program but it made me more conscious of safety.
- The people who used the sashes used the bus, walked or cycled and they felt more safe.
- Using the sash is similar to what cyclists do to make themselves more visible.
- New immigrants to the country don't know the rules in this country - this makes them feel safer.
- Drive car, don't need to use it.
- Walking group: I would always remind people to bring their sashes next time. If the group got spread out, we could easily spot each other.
- One member has a brain injury and as a group we found it very helpful to be able to spot him easily with his sash. It also gave him confidence to wear it.
- I would recommend these sashes for other walking groups. It helps the group as a whole.
- For my own walking, I find one intersection particularly dangerous and even with the sash I always raise my arm.

2. Gear: difficulties, preferences, availability

- A lady walking 2 dogs asked where I had obtained my wristband. I told her MEC has them.
- People would like us to provide decals or other reflective items.
- A friend wanted to know where to get the reflective gear.
- On my first walk wearing the sash it kept sliding off my shoulder. I tried pinning it, at the shoulder, to my jacket. The sash stayed on but was still loose around my lower body. I have now pinned the sash about 3 inches up from the seam where it is joined. It now hangs comfortably over my shoulder and stays in place across my body.
- I have the black reflective sash. I walk with a friend who has the yellow reflective sash. I feel that the yellow sash is more noticed during the daytime hours than the black sash. When it is dark the sashes are more equally noticed.
- My winter jacket and coat are black. I have definitely found wearing the reflective "Walk and Be Seen" band makes me more visible - especially when it is dark and/or rainy. I have also started wearing brightly coloured gloves - one pair is very bright lime green; the other pair is orange. These also help at making me more visible to traffic - especially when crossing streets.
- I was wearing a flashing pin on my jacket.
- Swing the arm that has the slaplit. Let it BE SEEN.
- On some 7 other walks I wore some bright new "gear" that is not reflective.
- These are HIGHLY VISIBLE BRIGHT WHITE WOVEN GLOVES I purchased to keep my hands warm and in cool windy weather almost always have on. \$1.25 at a Dollarama got me a set of 4 (yes 4!) of these babies. Two of these have the plastic beading on the palms - great for grip, great to open those plastic bags at the fresh produce store.
- When I am out I rely on my white gloves. On some occasions this week I did carry the reflective wrist band with me ... but have not worn it

- In winter, for an older adult especially, it may be that REFLECTIVE GLOVES may be the surest bet to be worn. Also - there are a number of CLOTHING STORES clustered along Robson street west of the Art Gallery that offer highly visible - including reflective - coats, jackets, gloves, shoes. Try Robson for an investigative stroll?
- For three days I wore a super bright orange toque and on two days super bright orange gloves. I had observed these on a fellow from my building who has a one-man landscape business. He directed me to the hunting section (!!!) of Canadian Tire
- I wore the bright orange hunter's toque 4 walks on one day - not reflective. I wore my bright orange toque 3 days for some 13 outings. I did wear the super bright orange touque for 4 walks on one day. Just the bright orange touque - 1 day/6 walks.
- When I'm using a backpack, wearing the sash over the backpack is awkward for taking the pack on and off, especially if I'm shopping. In that case I wear the sash under the pack, which means that it is only 50% visible. Not ideal....
- Wear a big coat and not convenience to put on/off Sash.
- Some were wondering where they could buy these.
- I just received my sash this week and started on the program. Very easy to use!
- This past week I bought 10 strap lights as Xmas gifts!
- All my friends and family who received a strap light at Xmas were happy with their useful present
- I put on my reflective gear during one of the bright, sunny breaks, turned it on and wondered why I couldn't see it flashing. Had a good laugh at myself and put it back into my handbag.
- Older folks asked whether we could do something to encourage local merchants to carry the gear because heading to MEC is too difficult. Wouldn't it be nice if we could pop into our local Shoppers Drug Mart, for example?
- I joked with Peter Phillips about having a "Roll and Be Seen" program for people like me - disabled. I'm not in a wheelchair or scooter yet but how about reflective strips for canes/walking sticks? (I bet it's already out there.)
- Awkward with a pack especially if stopping in more than one place to open pack and take off and on and have sash shown front & back - think slapits would probably be preferable if given a choice again
- I found that the sash slipped off my shoulders unless I held on to it or, if I was wearing my raincoat, held in the sash in place under one of the coat's shoulder straps.
- Although I pin the end of the sash to my coat, or tuck it into a belt, it still drops off my shoulder. I'd like to suggest that instead of the ends of the sash being stitched together that it be closed with velcro patches to allow it to fit according to the size of the wearer.
- I agree with the comment that the sash plus a slap lit band make the best way of being seen
- I have the wristband more or less attached to my current jacket so I'm finding it easy to remember so far
- I love the reflective wool idea. Also, where can one get reflective tape?
- A pedometer works well for me. It's both a motivator if I want to set goals and an awareness tool. Well worth the investment!
- I find the sash from MEC is a bit short for taller or bulkier people

3. Modeling gear increases public awareness

- My husband said he could see the reflector but not me while I walked on the beach. He was quite far away.
- When leaving my son's wedding the hostess, a Supreme Court Judge commented on my reflector.
- I get lots of positive comments & inquiries!
- This week, for the first time, I had comments/question from two people about the sash. Both, after I explained about being a visible pedestrian, thought the Sash a great idea.
- I usually get a couple of inquiries each week about my Reflective band. One of my friends, who has often seen me with the band on, asked me this week where I bought my jacket with the reflector on it. She thought the band was actually part of my jacket and thought she'd look for something similar to wear.
- Always have positive comments. Many ask where they can purchase these?
- Passerby after asking questions about the sash asked, "It makes you a TARGET?"
- I was walking my dog one clear but dark evening around 8 pm. I saw someone approaching and thought to myself, "She doesn't know how invisible she is." I was just about to say something to her when she asked, "Is that reflective or does it light up?" We had a good conversation and I told her where she can buy the arm bands. Let's get everyone being seen and safer!
- I get lots of positive comments.
- I saw a young woman on a bike this week in the evening hours who was really difficult to see. I stopped and talked to her at an intersection to tell her that she was almost invisible. In turned out that she forgot to switch on her bike light...and was grateful to be reminded. We all need to be seen!
- Someone wished me a Merry X-mas. Do I look like a twinkling tree? :)
- A lot more people asked me where I got the gear and were very impressed by the project. Quite a few young people told me they'd be heading to MEC. They're runners/hikers and hadn't seen the slap band before. Everyone thinks the program is super.
- Lately I've been getting more questions from young people. I don't remember whether I already reported that :) One runner I spoke with hadn't seen the slap band before and was keen to learn where to buy one.
- The only comments received unsolicited have actually been by 3 different bus drivers when I have worn it to the bus stop and by looking in the direction of where the bus is coming from in not very bright areas bus drivers made the comment that it was great that they could see me from a distance as many bus stops are not very well lit. The reflection of moving car lights driving by reflected which makes it easier to see from a distance to prepare to pull into the stop.
- When I showed a few friends (during the day time) my sash. One of them, a driver, said she wished all pedestrians wore one, as she had recently narrowly missed a darkly-clad pedestrian crossing a street.
- On leaving an Advent tea party in the evening, five friends were impressed with my sash and asked questions about it, including where it could be bought.

- A Shopper's drug mart employee commented that he thought it was a very wise idea.
- An inquiry about what the wristband was, and I gave a demo!
- Several "teaching moments" as people inquire what it is. Gets darker every week!
- A friend who had seen me before was embarrassed that she hadn't gone to buy one yet (money was not the problem!)
- Walked behind a senior wearing a slap-band on the carrying handle of her back pack while wearing the pack. I encouraged her to wear it on a moving part and during the conversation the walk-and-be-seen project came up. Since we stood right in front of KNH, she came with me inside and I found the WSH
- phone number in the monthly program guide. She was inspired to call for more info on the project.
- People are asking where they can get one. Also bikers ask where could they get a minimal safety vest that is light and mostly just reflective straps with just a little web material, that clips in front
- People want to know where to get the reflective sash and or a light weight reflective vest to put over jacket
- Lots of prolonged glances! Some inquiries where did you get it? Lots of positive comments. "Good idea". "I should do that too"
- A friend, neighbour started wearing and she said so many of her friends are very pleased for her and are considering for themselves.
- I was walking at dusk with my flashing arm band on and a man came up behind me and said, "Wow, that's a really neat thing you've got on your arm". So many of us walk around in dark colours. I've almost hit people on crosswalks because I couldn't see them." So, we agreed that many more people could benefit from wearing a flashing arm band like mine! Fun.
- Another friend inquired about the sash and the "walk and be seen project". She was very complimentary about both.
- I received several comments confirming the sash is very effective. Suggestions were made that the City/Province should provide every senior with one.
- A passer-by asked me what the sash was for, then commented that it looked nice.

4. Weekly newsletter motivates participants

- I've been out of town. I find the newsletter very informative, good. Had no idea there were so many transport options available for seniors.
- Awesome experience & the fact that we should submit our # of walk was a great encouragement to indeed wear my slapstick! Great project & thank you to all the volunteers!
- I'm sorry to see this phase ending because the log-in requests also served as reminders to me that I need to try harder despite the handicap and remain active. Knowing that the log-in request was coming motivated me.
- Also, I really like what you've done with reminder. The information in this week's is particularly good.
- I enjoy the newsletter a lot. All the news tidbits and tips in it are new to me. This week's info was a shocker and another wake up call. Thanks for your efforts

- I am glad to hear about the New Westminster people advocating for reflective material in outerwear.

5. Gear used away from Vancouver – habits forming

- We wore ours while in Costa Rica where the sun goes down all year around 5 pm and there is little street lighting.
- I am in Nice, France for a month. I walk almost every day. Traffic here moves fast and often does not slow down at crosswalks that have no light controls. I do notice, when I am at a crosswalk with my reflective safety band and my walking sticks, that drivers notice me and slow down. I think my reflective band makes me look official to the drivers here.
- Although other pedestrians appear to notice my safety sash no one, so far, has asked many questions about it.
- Great in Waikiki where the temperatures make early morning walks, before sunrise, the norm.
- We were in Victoria and there was a lot of curiosity and support!
- I wore my reflective gear hiking in the forest on a trip to Van Is. It was a dark day and even darker in the forest. The reflective strip was glowing.
- Just back from London, UK. Wearing my sash and the grandkids wearing blinking lights when we were out. By 4:30 its getting dark. No one commented but that is London.
- I spent the 2 weeks after Christmas with my family in London. Whenever we were out after 4pm I put on my sash and my grandchildren turned on their blinking lights that I had brought them from Vancouver. As a non-resident every time I cross the road I feel like I am risking my life but the printing on the roads, "look left" or " look right" helps. My son tells me that Londoners don't tend to socialize on the street or tube so I wasn't surprised when no one commented on my sash but I still felt good wearing it.
- Since Nov. 1st, I am in Puerto Vallarta, Mexico, wearing the sash every evening coming home from our outings. I noticed people, including the tourist police are watching me when I walk through the streets while wearing my reflective sash.
- I have brought my sash to Florida while visiting my 90-year-old mother. I want her to try it out because she has a "walker" and walks in the mobile park in the evening during low light. I wore my sash after I got off the plane while waiting for 2 busses. They had no problem seeing me.
- I am in West Palm Beach, Florida with my reflective sash. I wore it to the community beach bonfire in Lake Worth because the parking lot has such poor visibility. Cars are frantically looking for parking and driving erratically to get to the large community bonfire. I also wear it while getting my mother out of a parallel parked car and need to be in the roadway to assist her with her walker.

6. Miscellaneous comments on road users

- I like to emphasize the need to improve the lighting on side roads. The visibility on these streets is extremely poor and dangerous for walkers and drivers. This is a message which should be passed on to the City of Vancouver. Perhaps they can allocate some of the funds they are spending on bicycle lanes to the improvement of street lighting.

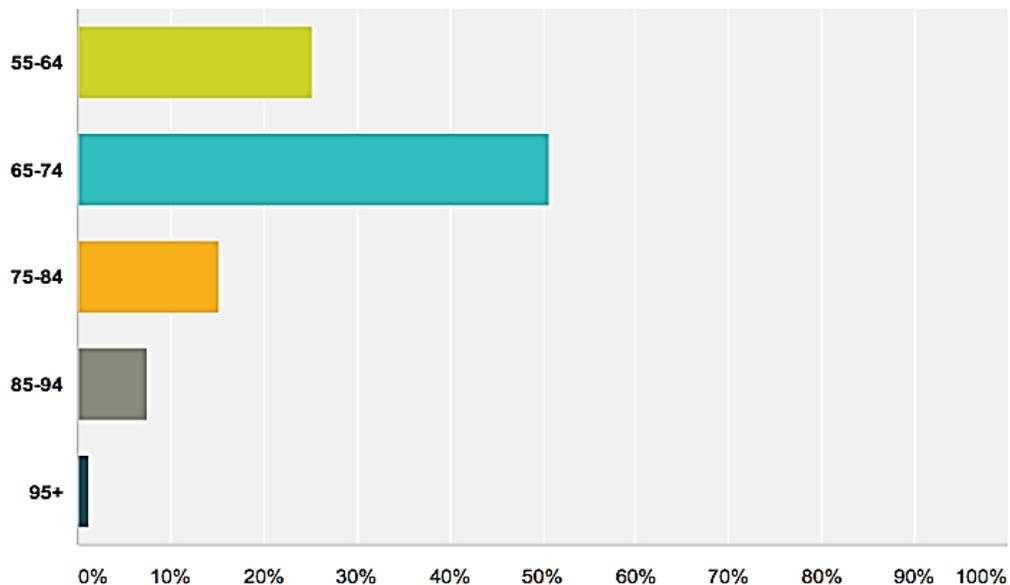
- A comment I received earlier in the "Walk and be seen" program was that in Vancouver street lighting is the worst she had seen in all the countries and cities she has visited. During my recent walks, I have been able to confirm this fact.
- I suggest that the city enforces a licence and insurance for all bicycle riders (like in Europe) and standardizes lights used like a bright white but non flashing lights in the front and a red light in the back ON the bicycle and not the person. This way the bicycles and cars can be recognized by the pedestrians and distinguished from a person wearing a flashing slap-on band. Remember, bicycles can be faster near a pedestrian then the person can understand what the flashing light means, or recognizing that this is a bicycle that comes upon oneself fast.
- It is a very good project and we should make it bigger - more people need to know about it.

Appendix D – Feedback Survey Graphs and Comments

1. Selected Survey Graphs

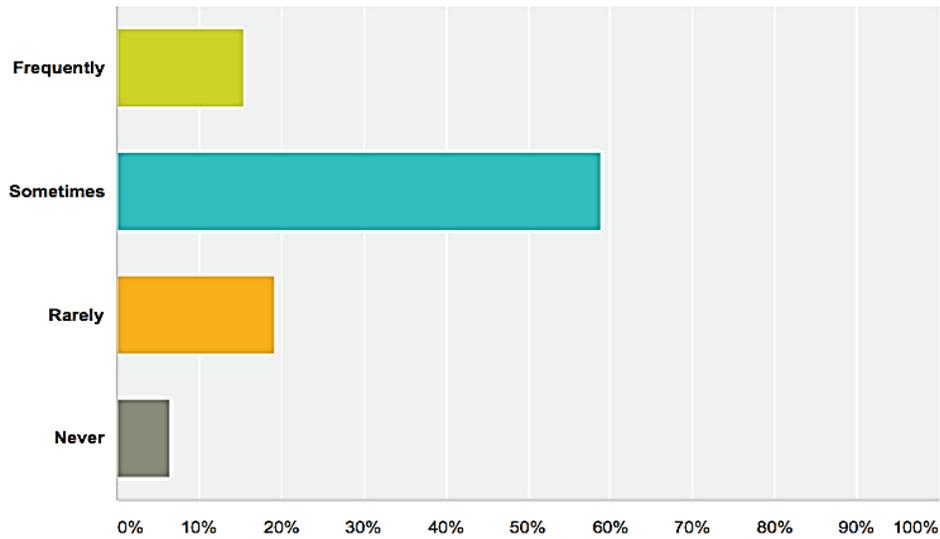
Q1 What is your age range?

Answered: 79 Skipped: 0



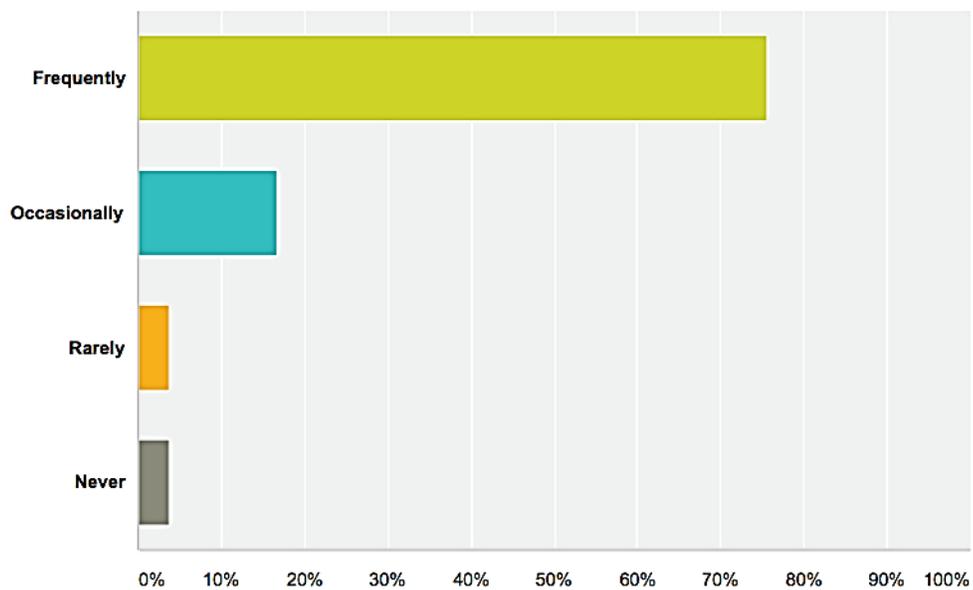
Q5 During the weeks of the project, did you have conversations with other people about pedestrian safety?

Answered: 78 Skipped: 1



Q7 How often do you plan to wear your safety item next year during low light conditions?

Answered: 78 Skipped: 1



2. Feedback Survey

1. How has this project changed your walking behavior?

- I am trying to spread the word that both the walker and the animal are safer when they can both be seen!!!
- Paying more attention to cars turning right when crossing major streets.
- I wear the reflective sash. I feel safer. I go on more early morning walks.
- My Slap Lit is now in my jacket pocket, permanently!
- I turn on the slaplit lights when I cross the roads.
- I will make sure I have my slapit band when I walk in the dark.
- Am more aware of not being seen when I forget my slaplit.
- On virtually every outing, I take more cautious routes, and work to remain AWARE.
- I cycle and walk almost daily. I have bright clothes, gear, lights for both. However, I do have a couple of dark coloured winter jackets. I do believe it was very beneficial to have the sash on them.
- I bought a slap lit band as well and always use it as I find it easier to use. The sash is awkward to pull on and off as I am 6 feet 2
- As a handicapped person, walking is a painful chore. This project motivated me to try harder and "work through the pain".
- One more thing to remember.
- Make me pay attention to my safety.
- I have tried to remember to wear it.
- I still have to get use of it.
- I am more concern about my safety.
- I am more aware of my safety.
- I wear it all the time
- I make sure to have my slap lit band in my backpack before I go out.
- I have learned in the past few years to be extremely cautious. The sash makes me feel safer but I am always vigilant.
- I am much more aware of how visible others are to me and I am constantly concerned that I can be seen.
- Walking a lot but more during the day
- Does not walk after dark.
- I am much more aware of the dangers of walking in poor lighted streets, dressed in dark clothing and not being visible to drivers.
- Used as an educational tool to explain why drivers are preoccupied and need visual auditory motions to slow them down (4th&Broadway)
- I wear the sash at night but not all the time. I would prefer armband and then I would wear more. I will wear sash on bicycle.
- I didn't use it
- I'm aware of others wearing them in my walking group.
- I always remember the importance of walk with visibility whenever I have to go out at night

- I thought people could see me more.
- Visibility makes one feel safer, even though common sense is still the most important issue
- It has made me more conscious and cautious. The idea of making pedestrians visible is terrific. I had used a flashlight in the past but it was cumbersome... I looked for items such as the sash. I don't wear dark clothes. I am appalled by people who do. We need another campaign to make people stop jaywalking and being more careful. Drivers and cyclists need to be more careful as well.
- It heightened my awareness to take safety precautions when I go out at night especially when I walk with my dog.
- I feel confident walking with wearing the reflection sash. I believe people on the sidewalk and the driver on the road will see me clearly even in the late evening or in the dark.
- We feel, more confident walking at night with the arm band on.
- I am careful anyway.
- I wear the sash every morning and cyclists slow down.
- I especially liked it in the dusk but wore it also sometimes on day walks.
- I now walk my dog after dark and walk to and from a friend's place in the evening hours.
- I am more aware of crossing the street and being seen.
- I am so much more aware.
- I look at the corners more - I know I have the band on but it makes me stop and look both ways, listen.

2. How often do you plan to wear your safety item next year during low light conditions?

- I feel a lot safer using the slaplit band when walking or cycling at night. I know that I can be seen from far away with enough distance that any driver paying attention will know that I am on the road.
- I'll attach my reflective wristband to my purse. I now have a scarf made from the reflective yarn which I'll enjoy wearing for the remainder of this winter and next winter.
- Please note that the slaplit doesn't work well unless it is dark, meaning almost no light.
- It has brought much awareness & knowledge that there are ways to be seen & safer in our dark rainy days. TY.
- Going out onto the sidewalks and streets when low light conditions limit clarity of vision, I now will put on either a bright toque or/and bright gloves. I still, however, keep my reflective ready to go.
- I do not find the sash easy to wear. It slides off my shoulder and is complicated to put on while wearing a jacket with a hood. I did not want to safety pin the sash to my Gortex jacket because it leaves a permanent hole in the high-priced, waterproof material.
- Try to get use of it.
- It is for my own good.
- I will try my best.
- I will try to use at all the time, but I forget a lot.
- I plan to wear it at all the time.

- I am plan to wear it at all the time.
- For the safety sake!
- Sometimes I forgot to wear it.
- In the meantime, I purchased two slap bands and wear them in addition to the sash.
- Blind cannot go out alone
- Uses a day pack and it covered sash, especially on my back. Sash is a great idea but it did not work for me.
- I keep my sash over my coat; it has become part of my apparel. When I go out of the house, I wear it automatically.
- I went back to Taiwan on December 2016, so I didn't use it.
- I think I don't need it
- I don't walk in a traffic area in low light often
- I want to make myself more safe - that is important.
- The above answer depends on finding a drapery weight that I can sew in so that it will stay in place. In its present form, it is quite a nuisance.
- I would like to walk around my neighborhood after my work as part of my daily exercises.
- I have a coat that I wear at night, I keep the slap band in the pocket and put it on.
- I put the sash on my backpack, also used a reflective square from ICBC, a reflective vest and a reflective umbrella
- I will continue to walk my dog after dark several times a week and walk to visit a friend about once a week. I may also shop for groceries in the evening on occasion.
- It is easy to use.

3. How would you rate your overall participation of the project on a scale of 1 to 5 stars, where 1 is "Not at all enjoyed" and 5 is "Completely enjoyed"?

- I am an enthusiastic user of my gear. The more seniors who use gear and get others interested in being more visible, the easier it will be to convince younger folks that they may want to do the same. I enjoy modeling a behaviour that I wish others would adopt.
- As I had no contact with the project except to get the wrist band there was no participation. The first time I went on the website I was able to see the comments but after that I couldn't so felt very alone.
- Completely enjoyed. Because it safe my life from accident.
- It made me more aware of the colour of my coats - so when I bought a new raincoat I bought a bright pink one. I also wore my neon peach polar fleece more instead of a dark sweater or hoodie.
- 4 because it was a long project!
- Pedestrians should use lighted signals like the vehicles
- To begin with I felt conspicuous, but by the end of the project I usually forgot I had it on.
- Yes! I had fun to where this & be seen.
- I love the sash - so easy to wear and to stick I pocket or purse when not needed. I also liked the interactions with the curious who stopped me to ask about it.

- Phenomenal project. Great timing! Well initiated, developed and maintained. Congratulations and thank you! Looking forward to the next phase.
- It is hard to remember to wear it, but I enjoyed. My ambassadress has reminded me.
- It is nice to try new thing.
- Sometime, I forget to wear it .
- I have not got use of it.
- It is very much fun.
- It is good for me.
- I do not mind wear slap lit band and I enjoyed.
- I do not mind to wear it, as long as I can remember to wear it.
- "It is work to be visible". If I could buy a classic fashion jacket with wide strips of reflective fabric from neck to wrist, I would wear it all the time without having to remember to make myself visible.
- Enjoys knowledge given.
- Sash was too complicated. Willing to try slap-band.
- I wanted to be safe but I also wanted other people to know what we can do to ensure we are safe when walking on our streets. To this end I took every opportunity to explain the purpose of our program with people I met on my walks.
- It makes you open conversations with people about safety. Continuation of teaching prior to seat-belts (1970's) when children were not able to have seat-belts.
- It was nice to chat with people about the purpose of project. Received lots of valuable support from public. I would like to see more options for people to purchase and wear reflective gear!
- I went back to Taiwan, so I didn't use it
- I didn't use it I drive car
- Pretty easy to do
- I was delighted to be part of it. My ambassador is fantastic and I sent other people to her.
- Sometimes I would like to walk in the daytime and want to have more sunshine specially in Summer season.
- No one actually asked me why I was wearing it but I often talk to elderly people when I am out and did tell a few - perhaps 7 to 10 about it.
- I felt more comfortable walking in the evening. I also enjoyed talking to other people that I encountered in evening walks about the sash and the program.
- I usually remembered to take it.
- I was very much interested and was hoping that people (at the bus stop) would ask me about it.
- It is a good project especially for seniors, but good for everyone.
- I think it is an excellent program.

4. We would like to hear stories or personal comments/anecdotes on any part of the project. What did you enjoy the most? Did something happen that was particularly memorable or surprising?

- To hear positive comments from others regarding the reflective sash.

- No stories or anecdotes. I found it interesting that cyclists and dogs often had some sort of reflective gear in dark conditions, but no other walkers I met. So definitely the pedestrians, particularly seniors, need to change their habits to wearing something visible.
- Another note: Rarely did I ever see walkers on winter evenings who were in a "senior" age grouping.
- During my walk when I wear my Reflective sash I have enjoyed very much because I think that has save my life from accident.
- One neighbour asked me where I bought the gear....!!! I noticed most of walking people watching me!!! Also some drivers watching me....!!!! As a driver I recommend the use of the reflective gear to the people who walk at intersections, specially in dark or low light. Or rainy conditions!!!
- Cars stopped more often to let me cross the street. I also wore the sash while riding my bike in daylight.
- As a driver, it made me aware of how many pedestrians and cyclists are NOT visible in the dark, making this a danger to all concerned.
- I did have one young woman ask me about the band and quite a few people notice it. I do think people are becoming aware but still too many people wearing black and not anything reflective.
- The more I wore this slap lit the more it became a habit... a natural thing to have, to wear. Often I positive comments. Many wanted to know where to get these. My grandkids loved them & wore them if they were out & walking with me.
- On two occasions individuals thought I was a police person. One time in Canada and once when I was wearing the sash walking in France.
- When wearing the slap lit band at intersections, cars stopped more regularly than before (when not using one)
- Fun!
- People can see me easily.
- Everyone should do it.
- People able to see me.
- It give me some sense of safety.
- My wife is easy to find me.
- More people should participate.
- Some friends ask where can they get slap lit band?
- People are able to see me from long distance
- I used sash on a regular basis and use slap-band with the sash. Recently I talked to a young senior who wore slap-band around both wrists. She was very happy to talk about them and proud to be visible. She bought them at Costco and they turn blue-green, orange, and yellow by pushing the button.
- Generally, people agree that reflective items are a great idea.
- When I went on my first walk, I was afraid if being ridiculed about my sash, instead, to my surprise, as soon as I stepped out of my front door, a neighbour stopped to talk to me. When I

explained the purpose of my reflective gear, he was very supportive and commented that the sash was every attractive. That was all I need to embrace the program and walk with purpose.

- Some people spoken with had safety apparel but were not wearing them - surprising. Enjoyed being part of the community activity/advocate.
- I have had several comments about being visible far away. I wish cyclists would use reflective gear.
- I enjoyed hearing from people I knew how smart I was to wear reflective gear. "We saw you as we drove by" and we did not see many other people. "Great idea". I did not wear the sash, only when dark. I could have worn more, dim light. I will work on this coming year.
- People themselves have to follow the traffic rules.
- I didn't use it
- I drive car so I didn't use it
- Lots of stories - noted in a separate report from South Granville seniors Walking Group.
- People asked me where to get that device, because they also want to have them, seeing the benefit of preventing unnecessary accident due to invisibility.
- A lot of people are not aware how important it is when they cross the road. The sash helps.
- feel safe
- People are curious about my sash and agree this is a good idea. And ask me where can buy it .
- Vancouver experienced a very unusual winter and that meant I did not get out as much.
- My conversations with my ambassador were memorable. It got me more interested in using the Neighbourhood House. I feel like I am now an ambassador because other people comment on the safety light and ask me where to buy them. I initially had a safety sash but found that while carrying my dog, it would get tangled. I traded it in for a slaplit band and liked that better. I also bought a light for my dog.
- When I met my friend who was wearing the same reflection sash. We smile and feel good to walk along in the park.
- The cars will stop in a certain distance when I wear the reflective sash. The reflective sash can draw the drivers' awareness in the low light conditions.
- I feel safer with it on. All my clothing is black so the sash makes me feel safer.
- In my work I learned peoples' lives having been altered by a head injury - the tragic results of being in a rush so therefore I know the importance of being visible and careful.
- Someone noticed my sash, asked me "Are you Ms. Kitsilano?" Some people asked where to buy them.
- I lost it for the first two weeks and was very irritated with myself but then figured to keep it handy.
- People would talk about it and I found that some people would up the ante - would get more reflective items and flashing lights. It has made us more aware of what can do. I had orange sash and it was very visible.
- I bought the slap bands for my daughter because she wears the baby at night and I wanted her to be more visible.
- I talked to another dog walker and she was somewhat interested.

5. Additional comments/recommendations for the project (48)

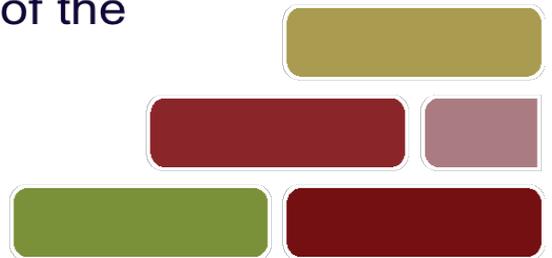
- Wish you could reach parents and children too. Make kids aware of visibility at a young age by promoting outdoor clothing, backpacks, bikes that already have reflective strips on them or getting parents interested in putting reflective stickers on boots, packs, raincoats or buying hats and mitts with reflective accessories etc. That should become the norm.
- Definitely need to spread awareness to other community centres/neighbourhood organizations about usefulness of reflective gear.
- I have enjoyed your project and like to be continued.
- I think you the project help in the safety of the people!!!
- The sash sometimes slipped down. The other reflector might be better.
- Do it again next year. We need to recruit and expand.
- Great project! May this expand to ALL! Thank you.
- Encourage people to buy outer garments that not only are bright as well as reflective. By donning such ever-day apparel, life will be simpler, and safety more automatic. No need to fuss and find reflective ADD-ONS.
- Light-weight, brightly coloured, vests/jackets with high visibility material sewn into the outerwear is ideal. I like blinking lights. They are light weight and the wearer can see that they are working. My mother uses them on her walker. Runners already have high visibility reflective materials sewn into the shoes.
- It would be helpful to have a photo showing what the reflective sash looks like to a car driver when it is illuminated.
- For sure, more people should do the same.
- More people should do it.
- More people should promote it.
- More people should participate.
- I think it will be nice to expand the program.
- More people should wear it.
- I think that better, brighter pedestrian crossings are very important. More types of visible clothing, canes,etc. would be helpful.
- Sashes are a bit small for tall or heavier people. It is very hard for seniors of a certain age to change habits and wear reflective gear, although they all agree that it is a great idea.
- I used slap-band almost twice each day during the project. I did not use slap-band while in the Winnipeg visiting my family. I had frequent conversation with family and friends. I talked to a man at a bus stop who used the slap-band to wave the bus to stop.
- I would like that public learns about the different tools and accessories that are used to be visible in order to recognise a person from a dog or a bike. Used sash maybe 4 times during the project.
- Used sash maybe 6 times during the project.
- Several individuals wanted to know where to purchase the sashes. Many commented that the wearing of the reflective gear should not be restricted to the seniors. It would be useful to share the success of this project with local merchants and encourage them to include the sale

of reflective gear in their stores. We should promote the use of reflective gear in schools and churches.

- Need to get more people wearing reflective gear. I would like to see young people to wear them as well. I was thrilled to see some children in schoolyard (11th&Maple) playing with the reflective vests. It brought a smile to my face. More seniors. Keep up the great work. Advertising-Kits House Autumn Fair. Get volunteers from this project to participate. Congratulations to Lynn and Sabina for their dedication to this project-incredible effort.
- I didn't use it so no comment
- I drive car and never use it so no comment
- Should be continued and expanded to walking groups- should be linked to Seniors Centers for Walking groups so that when walks go out they take a sash or other other item.
Recommended: 1. streamline distribution to make sashes available to seniors' walking groups
2. Insist that gear be worn 3 tinker with the design - a weight? open so it doesn't become tangled
- I found it very helpful when I was wearing dark clothing. I felt safe. I liked the project a lot and it is a very good idea.
- I didn't wear it when I went out because I always forgot. I stay at home when the weather is worse or dark, if I need to go out my family's members will drive me out and company with me, so I don't need to wear it. Anyhow, this is a good project to help people reducing get hurt.
- It's great idea to wear during on low light and cross intersection. It's worth to popularize to the public, to all the citizens.
- This is mostly good for the people who go out by walk or public transportation, not useful for drivers.
- I had to fiddle with the sash to make sure it went over my head without twisting and that the proper side was visible on the back. It wants to twist. It is very light weight. If I have a backpack I have to decide whether I put it on first, making the back invisible, or fussing with it to try to make it stay in place over the backpack. I'm a designer and the solution might be to sew a drapery weight into it so it stays in place. I also intend to buy reflective tape for my backpack. The idea of this campaign is fabulous
- Keep up the good work. I was delighted to be part of this.
- It is good to continue to promote this project.

Special thanks to Kitsilano
Neighbourhood House
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coordination of the
Westside
Seniors Hub

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