



Shasta SafeRoutes to SCHOOL

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'Pedestrians Don't Have Armor' Message at Local Schools

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Several schools will be visited by Pete Walker, the mascot relaying the message that "Pedestrians Don't Have Armor" and drivers should be especially alert for children walking near school zones. Shasta Safe Routes to School and the Office of Traffic Safety (OTS) program have teamed up to bring the campaign to Shasta County. Pete will visit several local schools throughout October to educate both student pedestrians and drivers.

Schools will use this pedestrian safety mascot and message with regular walking school buses at several schools in Shasta County. "These supervised walking school buses are another transportation choice for getting to school," says Sara Sundquist, Shasta Safe Routes to School Program Coordinator. According to the Office of Traffic Safety, in 2015, 813 pedestrians were killed on California roadways. No state has more pedestrian deaths on its roadways than California. "Pete Walker is a reminder that pedestrians are vulnerable and need to pay attention at intersections, stop and look before crossing, and make eye contact with drivers. He also reminds drivers to be alert and aware of pedestrians crossing. Drivers should yield to pedestrians at intersections and take extra caution in hard-to-see conditions, such as at night, in poorly lit areas, and in bad weather," states Carmen Schuette, Office of Traffic Safety Grant Coordinator.

The Shasta County Safe Routes to School program works with schools to improve pedestrian safety and routes, and to promote walking to school. The Office of Traffic Safety program works with schools and community members to prevent Driving Under the Influence (DUI) and Distracted Driving. Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. To schedule an appearance with Pete Walker, contact Carmen Schuette at (530) 229-8424.

For additional information, please visit these web sites:

Healthy Shasta:

www.healthyshasta.org/saferoutes.htm

Pedestrians Don't Have Armor Campaign:

www.ots.ca.gov/Media_and_Research/Campaigns/Ped_Safety/default.asp

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**"Changing the habits of an entire generation through
Safe Routes to School"**

www.healthyshasta.org

