

Community Events and Media



To reach a broad audience with pedestrian safety messages, it will be critical to have a presence at community events. Hosting information booths and distributing safety materials (such as safety tip sheets and promotional items) can be a great way to improve the visibility of this initiative and reach a large audience, especially if there is a media presence. Community partners will be needed to help identify, coordinate, and attend these events.

Key Steps:

- Identify upcoming events and maintain a regularly updated calendar
- Develop/plan pedestrian-oriented events and activities
- Work with event organizers to coordinate distribution of pedestrian safety messages, materials, or programs and activities
- Promote media coverage of these events and highlight your participation

Upcoming Opportunities:

HSRC Role:

- Assist with development of safety tips and promotional materials
- Print materials and provide promotional safety items
- Support the development of media/marketing materials
- Track event schedules and outcomes, and media coverage

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Task Force

Roles:

Next Steps:

Resources:

- Community Event Opportunities (See Appendix B of Wilson Pedestrian Safety Action Plan)
- Wilson Event Calendar (<http://www.wilsonnc.org/events/>)
- PBIC's Strategies to Promote Walking section (<http://www.walkinginfo.org/promote/strategies.cfm>) and Car Free Days section (<http://www.walkinginfo.org/promote/car-free-days.cfm>)