

Path to Success Led by a Hospital

Rady Children's Hospital in San Diego:

Overcoming the lack of parental supervision through community collaboration

Rady Children's Hospital San Diego (RCHSD) has a vested interest in decreasing the rates of unintentional injury, as well as improving children's health outcomes. As the only level 1 Trauma Center in the region, the majority of seriously injured children in the region are treated by staff at RCHSD. Through the Center for Healthier Communities (CHC), RCHSD has facilitated more than \$1.5 million in federal funding to implement Safe Routes to School (SRTS) programming in underserved communities designed to 1) reduce the number of child-pedestrian and bicycle incidents and 2) increase the number of students walking and biking to and from school. Current efforts are focused in Southeastern San Diego (SESD) and will be expanding to National City in 2012. Early efforts have been with elementary schools, but work in middle schools will begin in early 2012. In addition to implementing successful SRTS programs at schools throughout the county, CHC is working on a long-term plan to provide support and mentorship to community-based organizations interested in developing pedestrian-based safety programs.



The RCHSD SRTS team is focused on implementing sustainable solutions to address specific “barriers” identified by parents. Data are collected using the National Center for Safe Routes to School Parent Survey along with organized walk audits and other evaluation tools to identify the main issues that affect parents’ decisions to allow, or not allow, their children to walk or bike to school. These data (reference graph below) not only guide efforts, but are made available to policy-makers to ensure everyone is

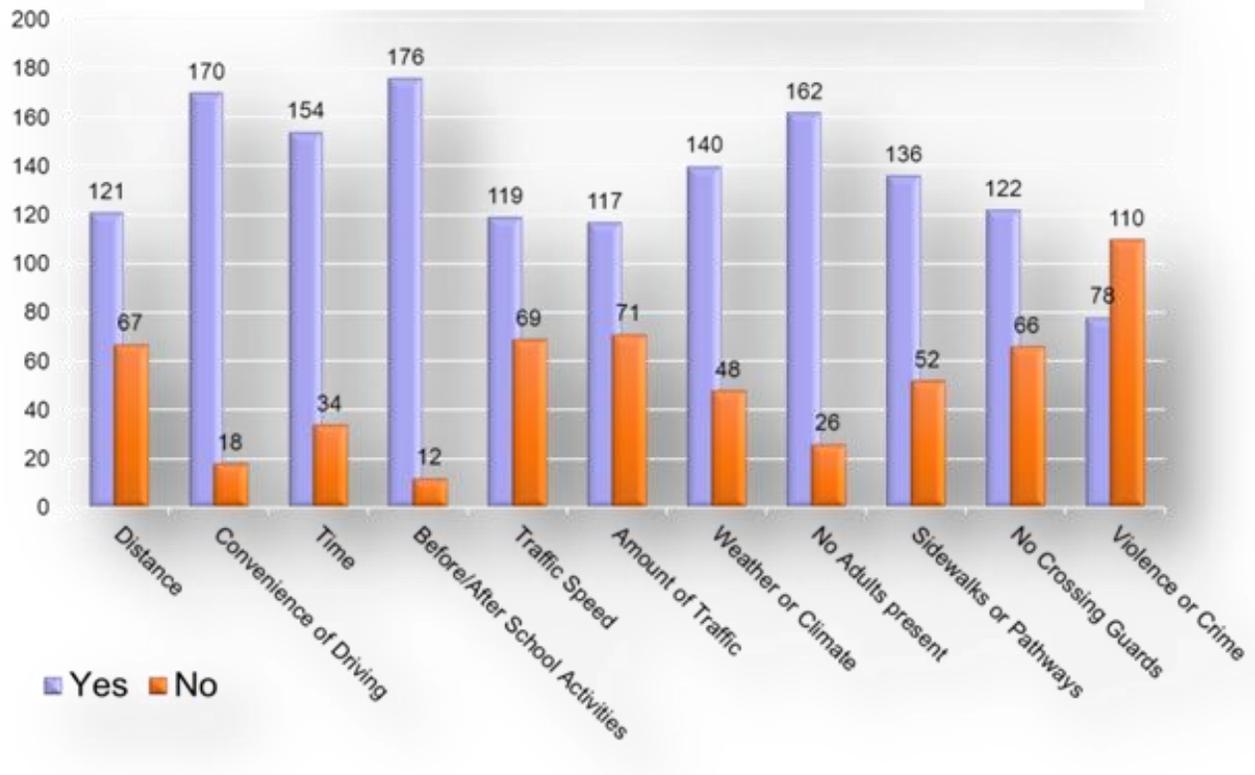
working to create a safe environment in which all families feel comfortable walking/biking to and from school. These data, paired with a strong school and community based education outreach effort goes a long way in helping to address reported barriers and promoting healthy and safe active transportation.

To address the most commonly reported social safety concerns (i.e. ***lack of adult supervision*** – *reference below*), RCHSD has partnered with a local non-profit, the Jacobs Center for Neighborhood Innovation. The Jacobs Center has established

'Project Safe Way', which was instituted to help students get to and from school safely. Well-respected and trusted volunteers are stationed at key corners and corridors in the community before and after school. Project Safe Way works in partnership with the San Diego Police Department, San Diego Gang Commission, the City of San Diego Fourth District Council Office, four youth service programs, and staff from 11 area schools.

In addition, local businesses are encouraged to stay observant and report any unsafe activities along the routes. The presence of these trusted volunteers has helped engage all community members and has helped alleviate parental concerns about possible crime and violence on the journey to and from school.

Barriers to Children Walking and Biking to School: Parental Concerns in Southeastern San Diego



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