


VISION ZERO 
Building a Safer City



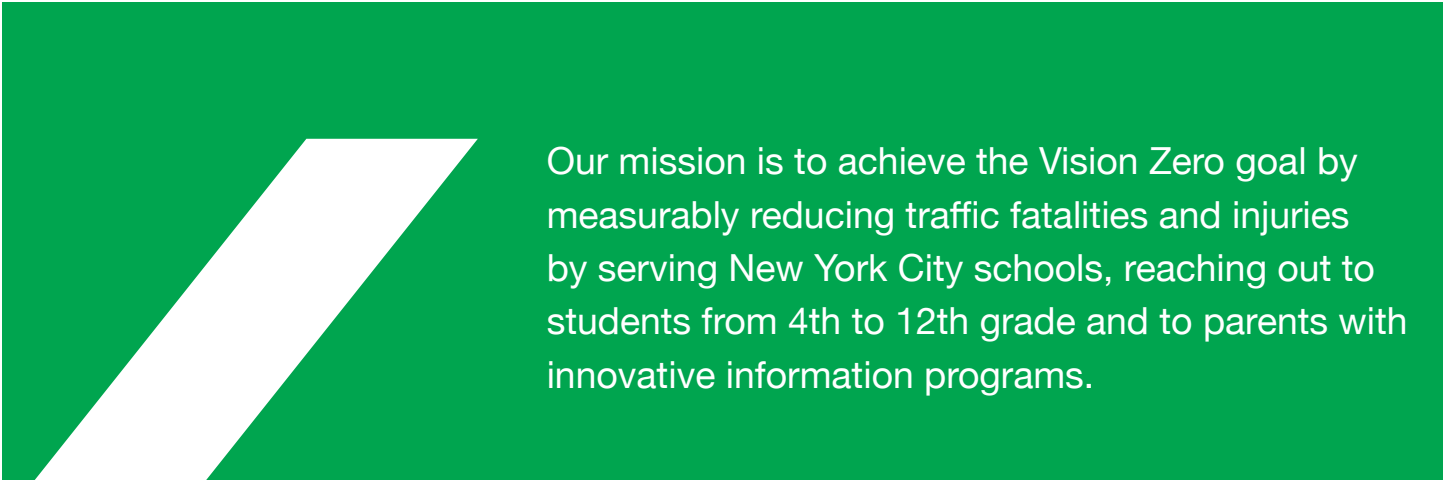
**SAFETY
EDUCATION
& OUTREACH**



EDUCATION PROGRAMS

Grades 4-12

2022-2023



Our mission is to achieve the Vision Zero goal by measurably reducing traffic fatalities and injuries by serving New York City schools, reaching out to students from 4th to 12th grade and to parents with innovative information programs.

New York City continues to work hard under the Vision Zero initiative to address the leading cause of serious injury and death: dangerous driver choices. This is the cause or a contributing factor in 70 percent of collisions. Therefore, students must stay aware of their surroundings and be prepared for anything when walking, biking, and riding in cars on the streets of New York City.

We provide important safety education to students at NYC public and independent schools. Our staff of experienced educators will lead a class in learning, discussion, and hands-on activities, giving students the confidence and knowledge to get around safely.

Contact us today to book your class!

AVAILABLE PROGRAMS FALL 2022

ELEMENTARY SCHOOL

Word on the Street (Grades 4-5)

MIDDLE SCHOOL

Word on the Street (Grade 6)

Stop-Think-Act (Grades 7-8)

Take Action Against Distraction (Grades 7-8)

HIGH SCHOOL

DWI: Dangers, Decision-Making (Grades 9-12)

Take Action Against Distraction (Grades 9-10)

Behind the Wheel (Grades 11-12)

AFTERSCHOOL

Safer Streets (Grades 4-8)

Vision Hero (Grades 6-8)

FOR PARENTS

Parent Workshops for Pre-K to 8th Grade



SAFETY
EDUCATION
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ELEMENTARY SCHOOL OUTREACH



GRADES 4-5

Word on the Street

Using audience response technology, this lesson engages students to think about best safety practices in the traffic environment, as pedestrians, as bicyclists, and as motor vehicle passengers.

This presentation:

- ✓ Addresses the three most common traffic injury scenarios for pedestrians.
- ✓ Highlights driver behaviors that make each of the situations more high risk.
- ✓ Identifies special equipment that makes us all safer such as helmets and seatbelts.

Format

This is a single class presentation that uses PowerPoint and an interactive audience response system to promote understanding of best practices in the traffic environment.

Topics

- Pedestrian safety
- Personal and environmental safety tools
- Decision making in the traffic environment to foster safer choices

MIDDLE SCHOOL OUTREACH



GRADES 6

Word on the Street

Using audience response technology, this lesson engages students to think about best safety practices in the traffic environment, as pedestrians, as bicyclists, and as motor vehicle passengers.

This presentation:

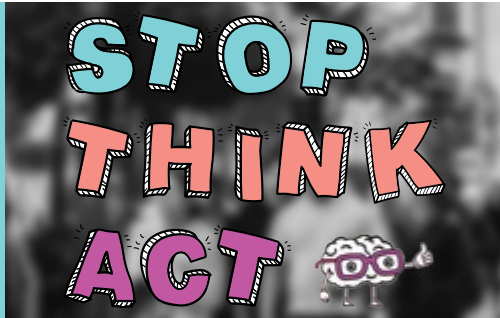
- ✓ Addresses the three most common traffic injury scenarios for pedestrians.
- ✓ Highlights driver behaviors that make each of the situations more high risk.
- ✓ Identifies special equipment that makes us all safer such as helmets and seatbelts.

Format

This is a single class presentation that uses PowerPoint and an interactive audience response system to promote understanding of best practices in the traffic environment.

Topics

- Pedestrian safety
- Personal and environmental safety tools
- Decision making in the traffic environment to foster safer choices



GRADES 7-8

Stop-Think-Act

Stop-Think-Act encourages safer decision making in the traffic environment using an interactive presentation highlighting issues of peer pressure.

This presentation:

- ✓ Encourages an exchange of ideas among the students as they discuss the consequences of their actions in the traffic environment.
- ✓ Engages with students to raise awareness of the real traffic dangers around their school and in their neighborhood.
- ✓ Outlines real-world scenarios and presents simple steps for making safer choices.

Format

This is a single class period presentation which encourages the students to express their solutions to the scenes presented.

Topics

- Distractions in the traffic environment
- Pedestrians safety
- Car passenger safety
- Driving while intoxicated

TAKE THE PLEDGE HEADS UP, PHONES DOWN!

Make the commitment to be phone and headphone-free when you cross. Tell others to put their phones away, turn their music down, and put their heads up when crossing, too.

GRADES 7-8

Take Action Against Distraction

Take Action Against Distraction prompts students to think about the dangers of distracted walking and driving, and make safer choices in the traffic environment.

This Presentation

- ✓ Raises awareness of teen's walking behaviors based on recent observational studies.
- ✓ Discusses strategies for walking safely in a traffic environment where drivers may be distracted.
- ✓ Uses hands-on activities to demonstrate the dynamics of texting while walking.
- ✓ Incorporates peer-to-peer interaction to promote safer use of cell phones, headphones, and other devices in and around the traffic environment.

Format

This is a single class period presentation that uses hands-on interactive activities to promote discussion and peer-to-peer problem solving.

Topics

- Pedestrian safety
- Distracted walking and driving
- Dangers of texting in the traffic environment



GRADES 9-12

DWI: Dangers, Decision-Making

DWI: Dangers, Decision-Making engages students in a discussion about the dangers of drinking and driving.

This presentation:

- ✓ Outlines in detail the risks associated when mixing alcohol and vehicles.
- ✓ Recounts real-world scenarios and presents simple steps for making safer choices.
- ✓ Helps prevent future incidents by presenting simple steps to making safer choices.

Format

This is a single class period presentation that uses PowerPoint and an interactive audience response system to help students better understand the effects of impairment and other dangers.

Topics

- Impairment by alcohol or other drugs
- Distracted driving and walking
- Car passenger safety
- Dangers of speeding

TAKE THE PLEDGE HEADS UP, PHONES DOWN!

Make the commitment to be phone and headphone-free when you cross. Tell others to put their phones away, turn their music down, and put their heads up when crossing, too.

GRADES 9-10

Take Action Against Distraction

Take Action Against Distraction prompts students to think about the dangers of distracted walking and driving and making safer choices in the traffic environment.

This Presentation

- ✓ Raises awareness of teen's walking behaviors based on recent observational studies.
- ✓ Discusses strategies for walking safely in a traffic environment where drivers may be distracted.
- ✓ Uses hands-on activities to demonstrate the dynamics of texting while walking.
- ✓ Incorporates peer-to-peer interaction to promote safer use of cell phones, head phones, and other equipment in and around the traffic environment.

Format

This is a single class period presentation that uses hands-on interactive activities to promote discussion and peer-to-peer problem solving.

Topics

- Pedestrian safety
- Distracted walking and driving
- Dangers of texting in the traffic environment

HIGH SCHOOL OUTREACH

DRIVE LIKE *your*
FAMILY LIVES HERE.

NEW DRIVERS

EXPERIENCED DRIVERS

GRADES 11-12

Behind the Wheel: Making Safer Choices

Behind the Wheel introduces safety strategies to students who are preparing to drive or be in cars without adult supervision.

This Presentation

- ✓ Depicts the impact traffic fatalities have on five NYC families with the “Drive Like Your Family Lives Here” video.
- ✓ Introduces strategies for drivers and awareness for pedestrians.
- ✓ Encourages students to formulate their own best advice to drivers on how they might avoid future pedestrian fatalities.

Format

This is a single class period presentation that uses video and peer-to-peer small group discussion to promote safer driver behaviors.

Topics

- Vision Zero Initiative
- Dangerous driving behaviors
- Preventing traffic fatalities

AFTERSCHOOL OUTREACH



GRADES 4-8

Safer Streets

Safer Streets introduces students to key physical forces in the traffic environment through scientific investigation around their school.

This Presentation

- ✓ Engages students in a discussion about dangerous behaviors in the traffic environment around their school.
- ✓ Introduces students to the dynamics of “average stopping distance”.
- ✓ Uses the streets around the school as a laboratory to measure traffic speeds and challenges students to use math and science to analyze information.

Format

This is a two-session program that integrates classroom exercises and the use of hands-on technology to promote deeper understanding of the traffic environment.

Topics

- Dangerous behaviors in the traffic environment
- Neighborhood conditions and pedestrian safety
- Decision making in the traffic environment to foster safer choices

AFTERSCHOOL OUTREACH



GRADES 6-8

Vision Hero

Using a hands-on, web-based internet lesson, students explore the guiding principles of NYC's Vision Zero traffic safety program as they increase their street smarts.

This presentation:

- ✓ Teaches students what everyone should know about walking in the city.
- ✓ Introduces what every smart city biker should know about safety.
- ✓ Engages students to consider what every rider should know before getting into a car.
- ✓ Connects with social media applications to extend and reinforce lessons learned beyond the classroom.

Format

This is a single class presentation for which DOT will provide IPADs for small groups of students to access the Vision Hero website. Students may continue to explore the website after the class from their personal devices or home computers.

Topics

- Pedestrian safety
- Bicycle safety
- Car passenger safety

FOR PARENTS



FOR PARENTS OF PRE-K TO 8TH GRADE

Parent Workshop

Parent workshops are designed for parents and caregivers of Pre-K to 8th grade children.

This presentation:

- ✓ Outline risks and safety tips for parents to share with their children as pedestrians, bicyclists and vehicle passengers.
- ✓ Engages with parents to discuss real life scenarios and builds awareness about traffic safety issues in the neighborhood.
- ✓ Helps prevent future incidents by presenting simple steps to making safer choices.

Format

This is a one-session workshop for parents that lasts 45-60 minutes and is available in English, Spanish and Cantonese/Mandarin. It can also be formatted for PTA meetings. Workshops are conducted at elementary and middle schools, Head Starts, daycare centers and Pre-K programs.

Topics

- Neighborhood conditions
- Dangerous behaviors in the traffic environment
- Child passenger safety
- Pedestrian safety
- Bicycle safety