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Pedestrian and Bicycle Safety Program

ASPIRA Association has entered into a Cooperative Agreement with the National Highway Safety Transportation Administration (NHSTA) to implement communications strategies and countermeasures on pedestrian and bicycle safety for the Hispanic community. Under this agreement, ASPIRA and its subcontractors, Learning Experience Design and Center for Applied Linguistics proposed to carry-out a pedestrian and bicycle safety promotion and education campaign targeting the Latino community with special attention on Latino youth and limited English proficient individuals. The overarching goal is to generate a culturally competent and linguistically appropriate outreach campaign to reduce the rate of non-occupant fatalities on our nation's highways and roadways.

Objectives

The primary objectives are:

- To formulate and distribute strategies that will reach Hispanic youth (under the age of 18) about pedestrian and bicycle safety;
- To formulate and disseminate an English as a Second Language (ESL) curriculum for adults that incorporates pedestrian and bicycle safety messages designed for Hispanic family members; and
- To build on a NHTSA project that will formulate countermeasures for youth in the area of underage drinking and impairment

The curriculum will consist of a series of modules, each of which will cover basic safety concepts for bikers and pedestrians and will include a community research project that will provide the basis for a presentation to the community. In brief, participants will learn the basics, apply the concepts through their research, and then communicate the concepts to the broader community.

Together with the National Highway Transportation Association (NHTSA), and with assistance from an Expert Panel, ASPIRA will oversee the selection, development, implementation and evaluation of the countermeasures for youth in pedestrian and bicycle safety.