

<p>You'll enjoy using this evaluation guide if you're a:</p>	<p>Because you can contribute to an evaluation of a pedestrian safety intervention by:</p>
<p>Public health practitioner</p>	<ul style="list-style-type: none"> • Identifying or collecting primary or secondary data related to pedestrian safety behaviors, policies, practices, environments, and educational or promotional efforts • Analyzing the magnitude, trends, and patterns of pedestrian fatalities, injuries, and associated risk and protective factors • Examining trends among subpopulations to convey connections to the social determinants of health and indicators of health inequities
<p>Transportation, highway safety, or planning professional</p>	<ul style="list-style-type: none"> • Prioritizing pedestrian safety policies and improvements for evaluation • Identifying existing and needed data to use for evaluation (e.g., pedestrian counts, traffic flow data, road safety audits/ assessments, crash reports). • Designing policies, practices, or environments based on evaluation findings (e.g., urban growth boundaries, roundabouts, countdown timers)
<p>Law enforcement professional</p>	<ul style="list-style-type: none"> • Identifying pedestrian safety practices ready for evaluation • Identifying existing data to use for evaluation (e.g., traffic code violations, crime rates) • Designing equitable and community-centered policies, practices, and environments based on evaluation findings (e.g., warnings vs. citations)*

Elected or appointed official	<ul style="list-style-type: none"> • Voting in formal policies, such as Vision Zero policies, that provide unambiguous direction to city bureaucrats and engineers (e.g., eliminate traffic deaths by 2030). • Serving as a champion to rally support for evidence-based pedestrian safety policies and improvement projects • Allocating funding to pedestrian safety policies and projects through budget line-items, earmarks, tax incentives, or related approaches
Administrator, teacher, or staff member in a child care center, school, or other educational setting	<ul style="list-style-type: none"> • Demonstrating the value of Safe Routes to School initiatives to students, families, and communities • Serving as a champion for safe environments to support active children • Linking pedestrian safety initiatives to improved physical activity and educational outcomes in children
Administrator, provider, or staff member in a health care setting	<ul style="list-style-type: none"> • Connecting pedestrian safety initiatives to reductions in use of emergency services and associated health care costs in communities • Engaging health care providers in educational approaches to increase safe driving practices and implications for individual and community health
Member or employee of a community group or advocacy organization	<ul style="list-style-type: none"> • Identifying evidence-based pedestrian safety policies, practices, environmental strategies, and educational and promotional efforts • Increasing equitable access to safe pedestrian accommodations among vulnerable populations (e.g., lower-income communities, people with disabilities) • Educating city council representatives, other elected and appointed officials, and community leaders on the benefits of pedestrian safety initiatives

Media and communications professional	<ul style="list-style-type: none">• Identifying existing media (e.g., television, radio, social media) from which evaluation data can be accessed• Assessing reach to vulnerable subpopulations (e.g., children, elderly, people with disabilities, lower income populations)• Assessing gains in public support for pedestrian safety initiatives• Identifying education messages, audiences, and communication methods for dissemination of evaluation findings
Community member	<ul style="list-style-type: none">• Communicating pedestrian safety concerns• Volunteering to serve on committees or support data collection, interpretation, or dissemination efforts• Helping to garner community support and recruiting participants for the evaluation