Idea 1
SAFER STREET CROSSINGS

Road crossings can easily be made safer for young children and caregivers by signage for drivers.

For example, adding colours increases awareness of the presence of children and encourages them to use crossings. More comprehensive design interventions can significantly increase safety, such as adding traffic islands, shrubs and other shielding elements, as well as introducing speed reduction devices such as speed bumps. Design interventions may also influence perceived safety for parents, reducing their stress levels.

At a glance...

**COST**

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**MAINTENANCE**

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**GOVERNMENT INVOLVEMENT**

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

**MINIMUM SCALE**

A few square meters

**EXISTING IMPLEMENTATION LEVEL**

Tested and implemented
OUTCOME AREAS

- Reduced caregiver stress and isolation
- Increased instances of caregivers who walk or bike with young children
- Reduced traffic-related deaths and injuries
- Improved access to early childhood services

REAL WORLD EXAMPLES

- In La Paz, Bolivia, the Traffic Zebras are a fleet of urban educators dressed in zebra outfits, whose role is to raise awareness in a creative and memorable way about safe crossing behaviours for pedestrians and drivers. It is particularly popular with young children and parents.

- Bhubaneshwar India, is redesigning its Janpath road for a safer accessibility for children, focusing on crossings leading to schools. This includes increasing visibility on the crossing itself, reducing the kerb height for younger children or adding ramps for pushchairs and signage around schools. It also means adding vegetation and turning the road into a pleasant and more interesting walk for children.

- In Mexico City, Liga Peatonal uses data on road accidents to inform road safety recommendations around schools. They have engaged in pilot projects, advocacy, and a public information campaign to uphold children's right to the city.

RELATED IDEAS:

5 Temporary play streets
3 Children routes
4 Safe, interesting and playful transit
5 Pedestrian improvements
6 Traffic calming
7 Protected bike lanes
3 Data dashboards

LEARN MORE

- Cities Safer by Design by the World Resources Institute's Ross Centre for Sustainable Cities
- Global Street Design Guide by the National Association of City Transportation Officials (NACTO)
- Pedestrians First, tools for a walkable city by the Institute for Transportation and Development Policy (ITDP)