



The Pedestrian Injury Prevention Partnership for Child Pedestrian Safety

Recognizing the unusually high incidence of motor vehicle-child pedestrian crash within the city of Newark, the University of Medicine and Dentistry, New Jersey Trauma Center (UMDNJ-NJTC) spurred the development of a community coalition to address the issue. The group aptly named the Pedestrian Injury Prevention Partnership (PIPP) was formed in year 2006, and has grown from a handful of members to more than 30 regular attendees. Meetings consist of representatives from police, elementary schools, the city department of engineering, community-based organizations, insurance companies, concerned citizens and others.

The PIPP addresses all aspects of the “E’s” of pedestrian safety (**E**ngineering, **E**nforcement, **E**ducation and **E**valuation). Grant funding from the American Public Health Association’s Public Health Traffic Safety Institute (APHA- PHTSI), the New Jersey Division of Highway Traffic Safety, the N.J. Department of Human Services and others has allowed the UMDNJ – NJTC to host PIPP meetings, hire a health educator to work within local elementary schools and print education materials for children and their families about how to stay safe on city streets. Additionally, thanks to the APHA-PHTSI, the Pedestrian Injury Prevention Partnership has developed a detailed Logic Model which is now used at each of its meetings. This important tool allows for detailed reviews of progress toward achieving this diverse group’s objectives which lead to the ultimate goal: reducing morbidity and mortality among our society’s most vulnerable yet most valuable asset...our children.