



JOHNSON COUNTY HEALTH DEPARTMENT

dedicated to the prevention of disease and promotion of wellness for our community.

FOR IMMEDIATE RELEASE:

CONTACT

Barbara Mitchell, Public Information Officer
barbara.mitchell@jocogov.org

Sarah McMeans
sarah.mcmeans@jocogov.org

For media inquiries, call: (913) 207-7711

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SAFE KIDS JOHNSON COUNTY PROMOTES PEDESTRIAN SAFETY WITH “WALK THIS WAY”

WHAT: Safe Kids Johnson County, in partnership with MARC and Bridging the Gap, is working to promote local activities as part of “Walk This Way” formerly known as Walk to School Day. More than 3,000 children from six area Johnson County Schools will participate in the Safe Kids Walk This Way program.

For the ninth year, teachers, parents and caregivers will walk children to or from school in order to demonstrate important safety behaviors. In addition, Safe Kids Johnson County encourages schools, parents and caregivers to conduct walkability checks, speed enforcement campaigns and other activities to teach children important walking safety tips.

WHEN: October 8, 2008, approximately 7:45am (School starts at 8:10am)

WHERE: Rushton Elementary School
6001 W. 52nd Street, Mission, KS 66202

WHY: Pedestrian injury remains the second leading cause of unintentional injury-related death among children ages 5 to 14. Every year more than 630 children ages 14 and under die nationwide from pedestrian-related injuries. In 2005, more than 33,500 children ages 14 and under were treated in hospital emergency rooms for pedestrian-related injuries. Safe Kids Johnson County “Walk This Way” activities are designed to help educate children and families about the importance of pedestrian safety.

Safe Kids Johnson County works to prevent accidental childhood injury, the leading killer of children 14 and under. Safe Kids Johnson County is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing accidental injury. Safe Kids Johnson County was founded in 1998 and is lead by Johnson County Health Department.

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