

2018 PXO Education & Enforcement Campaign

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Transportation Advisory Committee Meeting
June 26, 2018

Collaboration & Partnership

- LMRSC mandate to improve safety, prevent injury, save lives
- ASRTS priority is active transportation/school travel planning
- Collaboration between LMRSC and local ASRTS
- MTO Road Safety Community Partnership Grant matched by LMRSC and partners – City of London, MLHU
- Universal approach with focus on school-age population



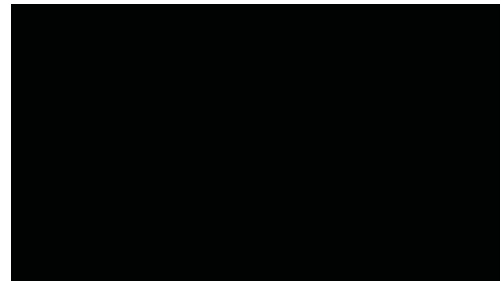
Tony the Street-Wise Cat

Crossing Safely at Traffic Lights
Crossing Safely at Pedestrian Crossovers
Driving Safely at Pedestrian Crossovers



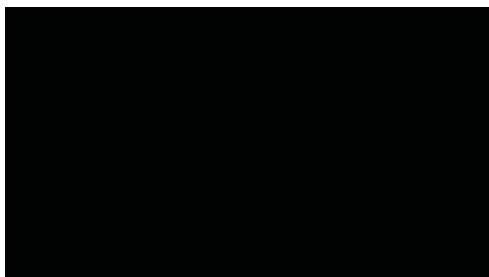
Tony the Street-Wise Cat

Crossing Safely



Tony the Street-Wise Cat

Driving Safely



Campaigns: Raising the profile

- Social Media, April 16 – May 18
- School Event, May 4
- London Police Enforcement Blitz, May 7-11



Presentations in March

- Presentations delivered in advance of the campaign:
 - School Nurses
 - ASRTS meeting
 - CSCP
 - CYN – HEHPA Priority
 - School Travel Planning Knowledge Exchange

126 participants + their networks



Social Media

How did we do?



e-Newsletter Distribution

- e-Newsletter with PXO rack card/poster and video link
 - Family Centre e-blast
 - Child & Youth Network e-bulletin
 - Middlesex-London Health Unit, Health-4-All newsletter

358 Agencies + their networks



YouTube (Ad Tube Campaign)

42,699	Total views (both videos combined)
73,058	Impressions
58%	View rate (both videos)



Facebook Campaign

6	Advertised posts
53,539	People reached
207,274	Impressions
131,114	Video views (>3 sec.)
4,023	Video views (100% each)
131,490	Engagements



10	Tweets
46,485	Impressions
466	Engagements



Tony the Street-Wise Cat PRESENTS

- 21,859 Crossing Safely at Pedestrian Crossovers
- 23,159 Driving Safely at Pedestrian Crossovers

45,018 Total views*

+ City of London
South West Regional Trauma Network – healthchat.ca
Trauma Program, Pediatric Emergency, LHSC
*LMRSC & MLHU



School Event

How did we do

May 4, 2018: Stoneybrook Public School

- Students coming to school and parents
- LPS presentation: 20 students
- PXO Demonstration: 4 classrooms



School Promotion – 2 PHNs

Resource	# Schools
Tony Videos	3
Rack Cards	6
Posters	7
School Announcements	15
School Newsletter	25
Student Presentation	1
Demonstration Resource	4
Colour Sheet	2



Contents

The following resources are intended to promote the safe and accurate use of PXO's in elementary schools.

- [Educational & Promotional Materials](#)
 - ["NEW" Lego Stop-Motion VIDEOS!](#)
 - [Rack Cards & Posters](#)
 - [School Announcements](#)
 - [Newsletter Inserts](#)
 - [Student Presentations](#)
- [Activities & Events](#)
 - [Colouring & Activity Sheet](#)
 - [Demonstration Resource](#)
 - [Event with Tony the Streetwise Cat](#)



PXO Police Enforcement Blitz

How did we do

PXO Week-Long Safety Blitz May 7-11 2018



London Police ON @psmediaoffice · May 14
The LPS thanks London drivers, cyclists & pedestrians for safely using Pedestrian Crossovers (PXOs). Remember pedestrians, cyclists and drivers have specific duties at PXOs. More information can be found here: healthunit.com/pedestrian-cro... and london.ca/residents/Road... #ldnont



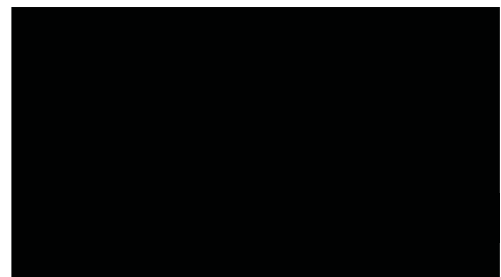
MLHealthUnit
6 13



TONY, LE CHAT DE RUE FUTÉ traverser sans risque

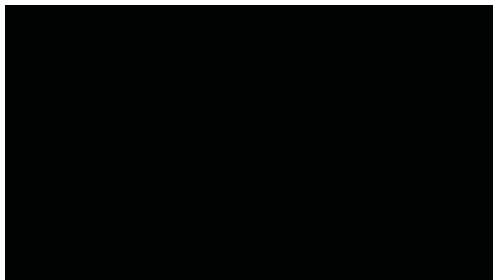
Tony, Le Chat De Rue Futé

PXO videos in French



TONY, LE CHAT DE RUE FUTÉ

conduire en toute sécurité



Thank You, Merci.