

# LOOK ALIVE

LookAliveMD.org

## EVENT TOOLKIT OVERVIEW

The Look Alive campaign aims to raise awareness of pedestrian and bicycle safety and educate people driving, walking, and biking about safe use of roadways in the greater Baltimore region.

This toolkit provides all materials and instructions needed to activate the Look Alive campaign at community events. The banner carrying case weighs 7 pounds and the trivia wheel/tablecloth carrying case weighs 29 pounds.

Use this guide to set up, operate, and care for the event assets, and to reference suggested messaging and talking points.



## EVENT COMPONENTS

### GREEN BRANDED TABLECLOTH

- 6' Look Alive branded tablecloth

#### Care:

- If needed, machine wash separately on gentle cycle; tumble dry only.
- Store folded neatly in the spinning wheel carrying case.

### PHOTO OPP BANNER AND FRAME

- Pop-up “See You In The Crosswalk” banner
- Support frame
- Carrying case

#### Usage:

- This prop is recommended for inside use. Sandbags can help keep frame in place, but wind can catch the banner and rip it from the grommets.
- If you elect to use a step stool for children, always require a caregiver to hold the hand of the child while on the stool.

#### Setup:

- Assemble the frame by using the color coded tabs. Attach banner grommets to the four corner hooks.



## TRIVIA SPINNING WHEEL

- Look Alive-branded spinning wheel with trivia questions
- Answer key (on the back of the wheel and below)
- Carrying case

### Setup:

- Attach wheel to stand; tighten base screw until stable. Place on table and test spin to ensure free movement.

### Usage:

- Invite participants to spin the wheel and answer a traffic safety question.
- Use the answer key on the back of the wheel or on page 2 of this guide to confirm the correct response.
- Provide small giveaway items if available.



## TRIVIA WHEEL ANSWER KEY

Answers are displayed on the back of the wheel and also included below.

TRUE OR FALSE: DRIVERS SHOULD STOP FOR PEDESTRIANS AT CROSSWALKS.

- **TRUE**

THE SAFEST PLACE TO CROSS IS THE \_\_\_\_\_.

- **CROSSWALK**

WHO HAS THE RIGHT-OF-WAY WHEN A DRIVER IS TURNING?

- **PEDESTRIAN**

WHAT TIME OF DAY DO PEDESTRIAN CRASHES HAPPEN MOST?

- **EVENING / AFTER DARK**

HELMETS ARE:

- **LIFESAVING**

YOU CAN BE FINED UP TO \$ \_\_\_\_ FOR BREAKING PEDESTRIAN SAFETY LAWS.

- **\$2000 (if someone is harmed)**

*Source: Maryland Vulnerable Road Users Law*

USE \_\_\_\_\_ TO TELL DRIVERS WHAT YOU INTEND TO DO

- **HAND SIGNALS**

EVERY \_\_\_\_\_ IS A CROSSWALK.

- **INTERSECTION (or corner)**

# PARTNER SCRIPT/TALKING POINTS

## CONVERSATION STARTERS

“Now that...”

- *If during back-to-school timeframe* – Kids & families are again out walking/biking to and from school...”
- *If during later fall/winter or around “fall back” time change* – “it is getting darker earlier, it becomes much harder to see/be seen; most pedestrian crashes happen after dark...”
- *If during spring/summer timeframe* – “it’s getting warmer, and more people are outside walking and biking for recreation and transportation...”

“That’s why we are out here with Look Alive to remind drivers and pedestrians to make safety a priority.”

## TALKING POINTS FOR TRIVIA WHEEL

- “Do you think you’re a safe driver? Come spin the wheel and find out.” – or –
- “Do you think you know where it’s safest to cross the street? Try the trivia wheel!” – or –
- “Do you think you know more than your mom/dad/friend? Come spin the wheel and find out.” – or –
- Come see what you know [and get a free XX]!” (if giveaways are available)

*(person spins, then staff reads that question aloud, gives the person the chance to answer – and corrects or confirms their answer)*

- “Yep, you got it! Signal Woman would be so proud!” – OR - “OK, you learned something today!”
- “And remember - If you’re driving, look twice before turning, and stop for to people in the crosswalk.”
- “And if you’re walking or on a bike or scooter, do your best to make sure people can see you and cross streets in the crosswalk or at intersections.”

## SIGNAL PEOPLE SELFIE STATION

*(Staff motions to the selfie pop-up banner)*

- “Come on over to our Selfie banner and take a photo! Come be a Signal Woman (person/kid)!”
- “Would you like to become the pedestrian signal icon? Come over and take a photo!”
- “Tag #LookAliveMD for a chance to be featured on Signal Woman’s social channels!”

## Q & A

*if/when folks ask questions*

**Q:** What is the Look Alive campaign?

**A:** The Look Alive campaign is a regional pedestrian and bicycle safety program that combines education and enforcement across the Baltimore metropolitan region. You can visit [LookAliveMD.org](http://LookAliveMD.org) for safety tips and more information about the program.

**Q:** Who created this?

**A:** The Baltimore Metropolitan Council / MVA’s Maryland Highway Safety Office

# LOOK ALIVE STREET SAFETY TIPS

## IF YOU'RE DRIVING

- Slow down and obey the speed limit.
- Stop for pedestrians at crosswalks.
- Be careful when passing buses or stopped vehicles.
- When turning, yield to people walking and biking.
- Look for bicyclists before opening your door.
- Allow at least 3 feet when passing bikes.
- Avoid using your cell phone and never text while driving.

## IF YOU'RE WALKING

- Cross the street at crosswalks and intersections.
- Use the pushbuttons.
- Wait for the walk signal to cross the street.
- Watch for turning vehicles.
- Before crossing look left, right, and left again.
- Be visible. Wear something light or reflective after dark.
- Watch out for blind spots around trucks and buses.
- Avoid using your cell phone when crossing the street.

## IF YOU'RE BIKING

- Obey signs and signals.
- Never ride against traffic.
- Ride in a straight line at least 3 feet from parked cars.
- Use hand signals to tell drivers what you intend to do.
- Wear a helmet.
- Use lights at night and when visibility is poor.
- Approach intersections with caution.

Visit [www.LookAliveMD.org](http://www.LookAliveMD.org) for more information.

## CONTACT AND SUPPORT

*For event toolkit check out and coordination:*

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**We'd love to see photos of your event! Please email and/or tag the campaign on social media!**

Instagram: @SignalWoman

Twitter: @Signal\_Woman

**THANK YOU FOR SUPPORTING  
PEDESTRIAN AND BICYCLE SAFETY!**

