



Press Release

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FOR IMMEDIATE RELEASE
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AREA THIRD GRADERS LEARN SAFE WALKING BEHAVIORS

Kansas City, KS- Maternal and Child Health Coalition, Safe Kids Metro KC, FedEx and numerous community partners are joining together to promote pedestrian safety as part of International Walk to School Day on Wednesday, October 3, 2007.

Following warm up exercises at 9:15 AM, 100 third graders from M.E. Pearson Elementary School will walk from the school at 310 N. 11th Street to Bethany Park at 12th and Central. They will use a pedometer to count the steps in their day's journey. At the park, safe practice education stations will teach safety belt use, fire prevention, Halloween safety and dangers from lead in candy. An Animal Control officer will teach the students about what they should do if they encounter a strange dog while walking.

In addition to the school faculty and staff, partners in the event include the Mid America Regional Council, Children's Mercy Hospitals and Clinics, Unified Government Kansas City Kansas Public Health, Safe Kids Johnson County, the KCK Park Rangers and Fire Department. The students will return to school around 1:00 PM.

Last week the students received in-school education on safe walking practices as well as how to be safe while walking. Focus group research funded by FedEx and conducted by Safe Kids Worldwide, an injury prevention organization based in Washington DC of which Safe Kids Metro KC is a member, has shown that fear of violence or crime often influences child pedestrian behavior more than fear of injury in at-risk populations.

The Maternal and Child Health Coalition (MCHC), a United Way agency, is the proud sponsor of Safe Kids Metro KC. MCHC promotes the health of mothers and children through community planning, education, advocacy and collaboration with organizations addressing infant mortality, immunization, childhood obesity, maternal health and child safety. For more information about Walk This Way, please contact Angha Childress at Maternal and Child Health Coalition, 6400 Prospect, Suite 216, Kansas City, Missouri, 64132, office phone (816) 283-6242, ext. 249. **Interviews are available upon request.** Copy of this press release is located at <http://www.mchc.net/PressReleases.htm>

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