

How FedEx and Safe Kids Worldwide are Leaving a Legacy with *Walk This Way*

In 1999, then FedEx Express CEO, Dave Bronczek, who began his career as a courier, shared the concern of every courier, that their worst nightmare is of a kid running out into the street in front of their vehicle. So, armed with this concern, FedEx began searching for an NGO to collaborate with in the fight against children losing their lives on US roads. FedEx had tens of thousands of vehicles on the roads in the US back then.

It's shocking that more than 500 children are killed every day on the world's roads in road traffic crashes, with thousands more injured daily. In the US, more than a dozen children age 12 and under lose their lives in crashes every week, and many more are injured.

In addressing this issue at the behest of the CEO, FedEx found a nonprofit organization called Safe Kids. We approached them about developing a national child pedestrian safety campaign. As a child injury prevention organization, Safe Kids was eager to collaborate. In 2000, we piloted a *Walk This Way* campaign in three cities: Memphis, Indianapolis, and Washington, D.C. The next year it grew to 40 cities, then 120, and now it covers some 250 cities across the US each year, and has grown to also reach children in cities across 9 other countries: China, India, Brazil, Philippines, Thailand, Vietnam, South Korea, Canada and South Africa.



In Vietnam, FedEx volunteers help spruce up a park where children learn about road safety

The Safe Kids *Walk This Way* campaign has now reached 16 million children in 10 countries with the help of more than 19 thousand FedEx volunteers. These kids have received lifesaving education and training

in safe walking behaviors including: crossing at the crosswalk, making eye-contact with drivers, and putting down their electronic devices and looking both ways before crossing the street.

Growing up in New York City, I learned as a nine-year-old how important it is to look both ways. One day I was walking down a sidewalk and I came to an intersection. The light was red, so I stopped. When it turned green, I immediately began to cross, not looking left, right, left. Thankfully, a total stranger standing behind me grabbed me by the shirt collar and yanked me back up onto the sidewalk, just as a big truck made a right turn in front of me. Had it not been for the kindness of a stranger that day, I would have been killed or seriously injured, all because I hadn't been trained to look left, right, left.

In addition to educating and training kids to practice safe pedestrian behavior, the FedEx sponsorship of Safe Kids includes support for research reports which lead to evidence-based crash reduction initiatives, environmental safety improvements around schools, safe walking campaigns on International Walk to School Day, and other programs.

Also, each year, as part of our sponsorship, we run a full-page ad in USA Today to bring visibility to Safe Kids and child pedestrian road safety. The ad is a picture depicting a FedEx courier van stopped at a crosswalk. In the picture, kids are crossing the street at a crosswalk and making eye contact with the driver, whose face may be seen in the side rear-view mirror. The text superimposed over the picture states: "This is the most important stop we'll make all day."

We celebrated our 15-year collaboration milestone by arranging for the CEO of Safe Kids and our senior officer who serves on the Safe Kids Board of Directors to ring the closing bell at the New York Stock Exchange. Our work together over the years has resulted in both Safe Kids and FedEx being recognized with various awards. We strongly believe that we are leaving an important legacy with the Safe Kids Walk This Way program, and we look forward to our collaboration for years to come.