

2023 NASPEs AWARD

Eugene H. Rooney, Jr. Award Nomination Innovative State Human Resource Management Program

Nominations from dues-paying states are considered for eligibility. Nominated leaders and programs should have a positive effect on the administration of state human resource programs. A state's central human resource department or line agency human resource operations may administer nominated programs.

Programs and projects must have been operational for at least six months and must be transferable to other states. Selection criteria are based on the questions asked on the award application. Included in this packet are the specific criteria for each award and their categories. Nominations are encouraged in all areas of human resource management administration.

PROGRAM INFORMATION

Program Title: WalkSmartNC State: NC

Contact Person: Scarlett Gardner

Contact's Title: Division Director, Safety Health & Workers' Compensation

Agency: State of NC-Office of State Human Resources

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NOMINATOR INFORMATION

Nominator: Glenda Farrell Title: Chief Deputy Director

State: NC Agency: State of NC-Office of State Human Resources

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ALL SUBMISSIONS MUST:

- Meet all eligibility requirements • Meet deadline requirements
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DETAILS

Please attach a one-page summary of the program. Provide a narrative answer for each of the questions. You are limited to four pages (based on regular 8 1/2 x 11-inch paper double-spaced in 12-point font). The four-page limit does not include the one-page summary.

1. Please provide a brief description of this program.

The primary goal of WalkSmartNC is to promote pedestrian safety on State property (worksites, colleges/universities, recreational areas, etc.) by changing human behavior to reduce pedestrian involved traffic crashes, injuries, and fatalities via various communication tools and educational events.

2. How long has this program been operational (month and year)?

January 2019 to present.

3. Why was this program created? (What problem[s] or issues does it address?)

After a pedestrian-related state employee tragedy, WalkSmartNC was launched to increase awareness of pedestrian safety and encourage behavioral change in drivers and pedestrians to reduce injuries/deaths caused by accidents between motor vehicles and pedestrians.

4. Why is this program a new and creative method?

This statewide wellness initiative employs a fully customizable virtual library of communication and educational campaign toolkit for public or private sector use that focuses on making roads safer for pedestrians in any location. A downloadable Social Media Toolkit provides content and images for posts on a variety of driver and pedestrian safety topics. In addition, downloadable fully customizable signage, rack cards, and flyers are also available that can be easily altered to include location specific information. We have three WalkSmartNC pedestrian

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safety training videos with distinct content posted on YouTube to ensure they are readily to

anyone for viewing, broadcast, or inclusion on any training platform. WalkSmartNC

encourages individuals and organizations to share these campaign materials through their own

communications channels and encourage their partners to share materials as well.

WalkSmartNC also conducts highly visible pedestrian safety education events with law

enforcement participation in areas with a history of vehicular/pedestrian accidents including

distribution of educational materials to drivers and pedestrians that ignore or break pedestrian

safety related traffic rules.

5. What was the program's startup costs? (Provide detailed information about specific purchases for this program, staffing needs and other expenditures, as well as existing materials, technology, and staff already in place.)

Minimal; OSHR initially utilized OSHR's internal staff resources including a Division Director,

State Safety and Health Director, Communications Director, and graphic artist to develop the

website and first educational materials.

6. What are the program's operational costs?

Upon the award of North Carolina Governor's Highway Safety Program grant funding in FY

2020, a 20-hour per week project manager coordinated daily activities, events, grant

reimbursement requests and required reporting, and served as liaison to other stakeholder

organizations communications from approximately January 2020-May 2021 and January-

September 2022. At this time, OSHR staff is solely again handling all WalkSmartNC related

activities. The program's operational costs have covered staffing, graphic design, printing,

plastic sandwich boards for exterior poster display, training materials and other items as

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follows: FY 2020: \$19,803.93, FY 2021: \$73,208.94; FY 2022: F25,326.81; and FY 2023:

\$15,031,86.

7. How is this program funded?

WalkSmartNC has been funded via a grant from the North Carolina Governor's Highway Safety Program and General Fund appropriations to OSHR.

8. Did this program originate in your state?

9. Are you aware of similar programs in other states?

If yes, how does this program differ?

[Click or tap here to enter text.](#)

10. How do you measure the success of this program?

1) # of persons taking the Walk & Drive Smart pledge 2) Analysis of pedestrian/driver interactions during on-road education events 3) Pedestrian feedback/ongoing newspaper & radio interest/comments to social media postings 4) # of downloads of WalkSmartNC pedestrian safety training videos posted on YouTube 5) Analysis of WalkSmartNC training event results.

11. How has the program grown and/or changed since its inception?

WalkSmartNC website content has grown from a collection of pedestrian safety related statistics to now include a detailed social media toolkit, signage, and flyers highlighting safety tips for drivers and pedestrians, an ongoing pledge campaign to walk and drive smart, and three training videos, currently posted on YouTube and the state government training portal. that include comprehensive content on driver and pedestrian safety and proactive steps everyone can take to make walking safer in their communities.

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The NC Office of State Human Resources (OSHR) is honored to administer and manage WalkSmartNC, North Carolina state government's ongoing initiative to improve pedestrian safety. WalkSmartNC has been supported by the Governor's Highway Safety Program (GHSP) since its inception in early 2019 with grant funding awarded through September 30, 2023. The primary goal of WalkSmartNC is to promote pedestrian safety on State property (worksites, colleges/universities, recreational areas, etc.) by changing human behavior to reduce pedestrian involved traffic crashes, injuries, and fatalities. WalkSmartNC accomplishes this objective through targeted public awareness campaigns with strategic messaging, creation of training resources, development of a virtual library including educational materials and toolkits, and educational activities and events.

OSHR engages with collaborative partners and other pedestrian safety stakeholders to pursue these goals. Although WalkSmartNC's initial target population was state employees in the downtown Raleigh state government complex, the project holds longer term and widespread value as a community or employer-based program that can be piloted and implemented in any location.

Broad integration of WalkSmartNC will help advance State workplace safety by engaging and empowering state employees to discuss pedestrian safety issues. The plan is rooted in public health principles and research regarding conducive environments for effective injury prevention programs, policies, and organizational change including effective leadership, infrastructure, credible data and decision-making tools for program design, monitoring/evaluation, and identification and engagement of stakeholders and implementation partners.

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