



Working with Crash Victims to Create Change



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April 18, 2024

AGENDA

1. About FSS
2. Power of Personal Stories
3. Engaging Victims/Survivors – Challenges & Opportunities
4. Building Power: Strategies & Tips for Outreach/Engagement
5. FSS Support Services
6. Bringing FSS to your community
7. Audience Questions



FAMILIES FOR SAFE STREETS (FSS)

OUR MISSION

Families for Safe Streets confronts the preventable epidemic of traffic injuries and deaths through advocacy and support.

WHO WE ARE

FSS is comprised of individuals who have lost loved ones, been injured, or care for someone who was, in traffic violence.

SUPPORT SERVICES

Providing peer support and logistical assistance.

ROAD SAFETY FOR ALL

Pedestrians, cyclists, drivers & passengers.

Learn more at familiesforsafestreets.org

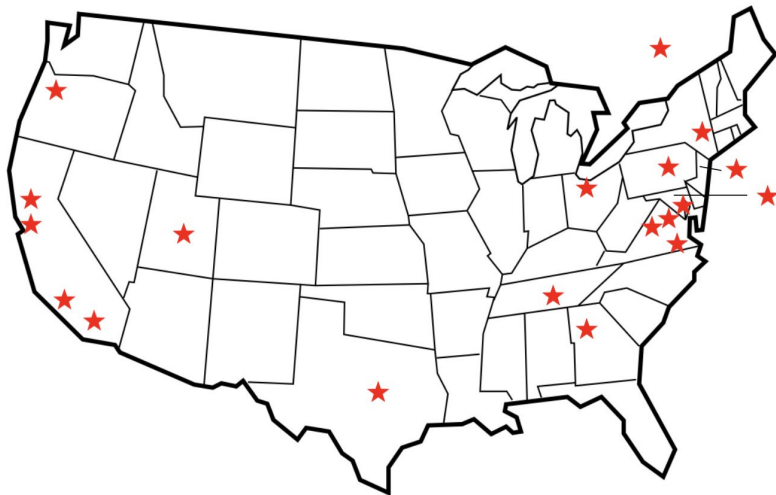
LOWER SPEED LIMITS

STREET DESIGN

AUTOMATED ENFORCEMENT

VEHICLE DESIGN

FSS CHAPTERS



20+ chapters

Alexandria, Virginia
Arlington County, Virginia
Atlanta, Georgia
Central Texas
Fairfax County, Virginia
Montgomery County, Maryland
Nashville, Tennessee
New York, New York
New Jersey
Northeast Ohio
Oregon and Southwest Washington
Philadelphia, Pennsylvania
Richmond, Virginia
San Diego, California
San Francisco Bay Area, California
San Jose, California
Southern California
Toronto, Canada
Utah
Washington, DC



The United States had the **highest motor vehicle crash death rate*** compared with 28 other high-income countries.

*Population-based death rates; deaths per 100,000 people in 2019

www.cdc.gov

bit.ly/mm7126a1

Crash death rates* in high-income countries

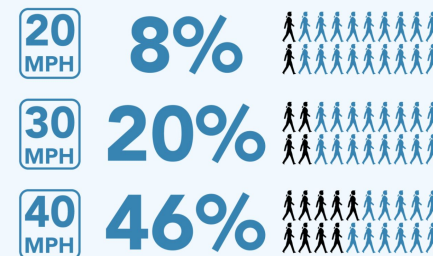
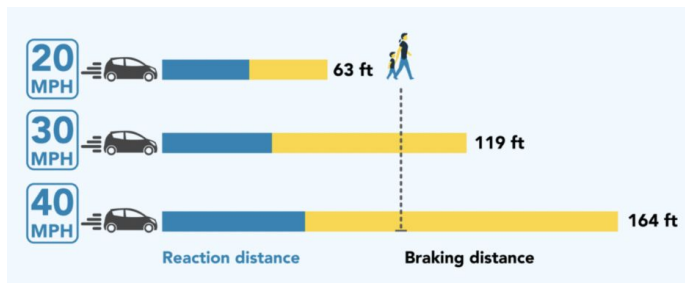


SAFE SPEEDS



Higher Speeds Increase Lethality of Impact

Higher Speeds Increase Braking Distances



Likelihood of death for people walking if hit at these speeds

Source: AAA Foundation, Tefft, B.C. (2011)

Higher Speeds Reduce a Driver's Field of Vision



Source: NACTO Urban Street Design Guide (2013)

Power of Personal Stories: Our Panel

STORIES ARE REMEMBERED UP TO 22 TIMES MORE THAN FACTS ALONE



POWER OF PERSONAL STORIES: Gina LaBlanc & Kyle

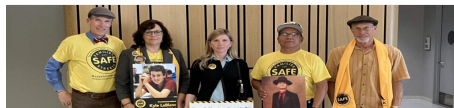
Bay Area



My hope in speaking out is to prevent others from feeling the pain of losing a child



Kyle LaBlanc, 18, was struck by a tow truck and died in 2016. (Photo courtesy of Gina LaBlanc)



What's next in getting AB 645, the speed camera bill, through the Senate

BY MARTA LINDSEY / JUNE 13, 2023



Vision Zero Network
@Visionzeronet

Follow

We commend the inspiring advocacy of Gina LaBlanc, who helped San Jose, CA win [@USDOT #SS4A](#) grant to fix some of its most dangerous streets, incl location where Kyle, her son, was hit & killed. Gina & other [@Fam4SafeStreets](#) shld not have to put precious energy & grief into..(1/2)

66

The City of San Jose, CA was just awarded the \$12.9 million **Safe Streets for All** grant and most of this will go to fixing the intersection **where my son, Kyle, was killed**. This will fund upgrades at four arterial intersections in the city's high-injury network. It's good news **after almost 8 years of advocacy**.

Gina LaBlanc,
member, San Jose chapter
December 13, 2023



POWER OF PERSONAL STORIES: Mary Elliott & Bill

San Diego



KPBS Midday Edition



For Those Touched By Traffic Deaths, Bike Safety Delays Are Especially Painful

Andrew Bowen, metro reporter, KPBS News

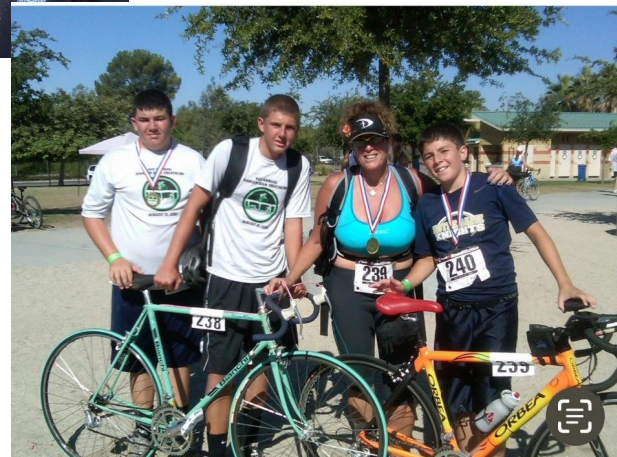
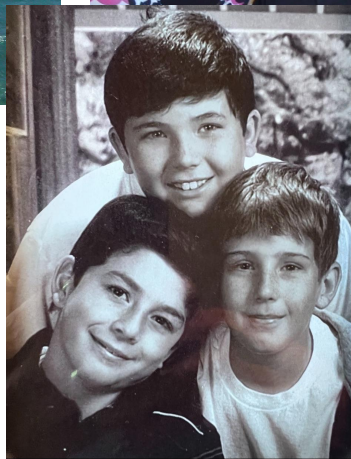


Mary Elliott stands next to the spot in Talmadge where her husband, Bill, was fatally injured on his bike, Oct. 4, 2018.

POWER OF PERSONAL STORIES:

Jeri Lynch & Conor

Los Angeles





‘Rainbow Halo’ art pieces to mark lives lost in traffic collisions make a Sherman Oaks debut

Ariella Plachta

PUBLISHED: August 16, 2019 at 6:25 p.m. | UPDATED: August 16, 2019 at 6:41 p.m.

Local News



Los Angeles Daily News

NEWS

Son's death in hit-run crash spurs one mother's mission to make streets safer

By **CHRISTINA VILLACORTE** | christina.villacorte@dailynews.com
PUBLISHED: August 20, 2011 at 12:00 a.m. | UPDATED: August 28, 2017 at 9:24 a.m.



WATCH
LOG IN

Distracted driving event urges teens to turn off phones, focus on road

Monday, October 15



Notre Dame athlete Conor Lynch remembered in 5K run/walk in Van Nuys

Brenda Gazzar

PUBLISHED: October 27, 2014 at 12:02 a.m. | UPDATED: August 28, 2017 at 7:20 a.m.

News, Sports



POWER OF PERSONAL STORIES:

Laura Keenan & Matt

San Diego





NATIONAL

The rules of the road are changing, but not fast enough for everyone



Laura Keenan and her son, Evan, hold a photo of her late husband Matt Keenan, who was killed while riding his bike in San Diego in 2021.

The San Diego Union-Tribune

Family, supporters of killed bicyclist install new 'ghost bike' memorial after alleged arson



The San Diego Union-Tribune

On World Day of Remembrance for Road Traffic Victims, we'll remember my husband and too many others



294 people died in traffic accidents in San Diego County in 2021

Laura Keenan is still adjusting to describing herself as a widow. Last year, her husband Matt was bicycling when he was killed by a wrong way driver.



Bicyclists call on San Diego lawmakers to address traffic collision deaths



SAN DIEGO
MAGAZINE

Stranded in the Bike Lane

Bike advocates are fighting to add more protected bike lanes, urging city leaders to spend money and political capital to keep its residents safe



For grieving families, bike lane improvements come too late



OUR STORIES



PREVENTION

Gives a face to the epidemic to confront complacency & prevent other suffering.

OUTLET

A constructive way to channel the agony, rage, pain, and sorrow.

HEALING

Provides a way to publicly honor and remember our experiences of loss and injury.

Engaging Victims/Survivors: Challenges & Opportunities

Some Challenges Working with Impacted People

- Knowing what to say and do.
- Trauma comes in waves and processed differently.
- Getting group consensus on advocacy goals.
- Hearing the stories and hold people's pain – can cause “secondary trauma.”



Thoughts for engaging crash victims/survivors

For helpful ideas, please refer to the handouts:

DO

- Be a good listener.
- Encourage them to share about the person.
- Respect the person's way of grieving.
- Be empathetic. It's okay for you to show your feelings.
- Offer words that touch the heart.
- Understand that everyone has their own unique reaction and no response is "wrong."
- Provide resources/logistical assistance if you are able

DON'T

- Give advice.
- Try to explain the loss/injury.
- Share your religious beliefs on the reason.
- Try to cheer them up or point out the positive things they may still have in their life (e.g., other children, etc.).

GOOD OR BAD?

- "I'm so sorry you're going through this."
- "At least he's in a better place; his suffering is over."
- "I can't imagine how you feel." Then be quiet and let them tell you about their feelings.
- "You'll be okay after a while."
- "I understand how you feel."
- "I wish I had the right words. Please know I care and I'm here for you."
- "You have to be strong for your spouse, children, mother, etc."
- "Just give it time. Time heals."
- "You shouldn't feel that way."
- "At least she lived a long life, many people die young."

Having Tough Conversations:

Moderator-Led Discussion with Video



Building Power: Strategies & Tips for Outreach/Engagement

BUILDING POWER:

Connecting with Victims/Survivors



- Outreach to referral sources (hospitals, attorneys, local elected officials, etc.)
- Outreach via media
- Crash Signs
- Being visible & having a web/social media presence
- National toll free tel
- Support services

BUILDING POWER:

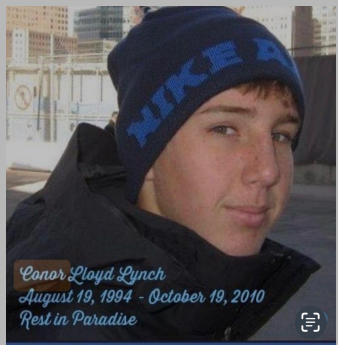
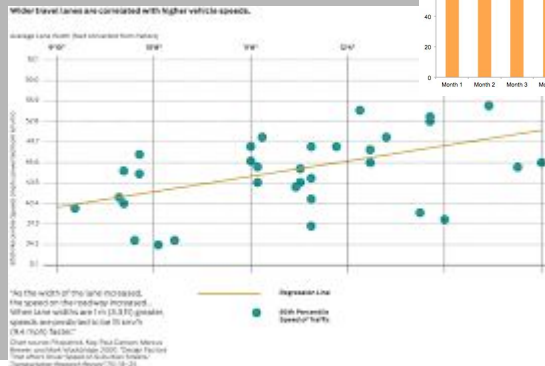
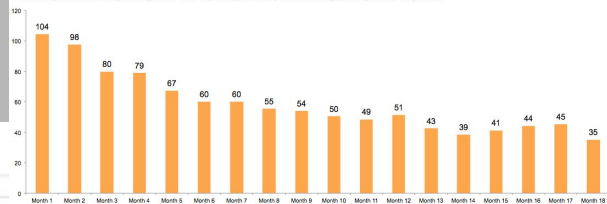
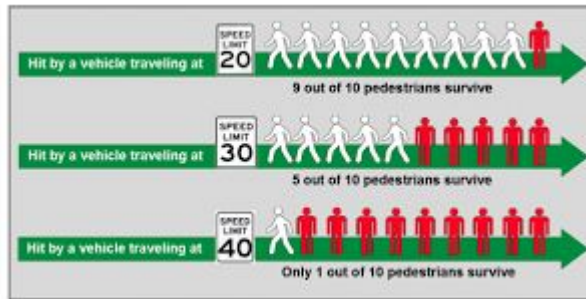
Ways to elevate victims/survivor stories

- Rallies, press events
- Memorials/vigils
- Public testimony/hearings at your local City/Town Council
- OpEds/LTEs
- World Day of Remembrance



Building Power: Telling Your Story

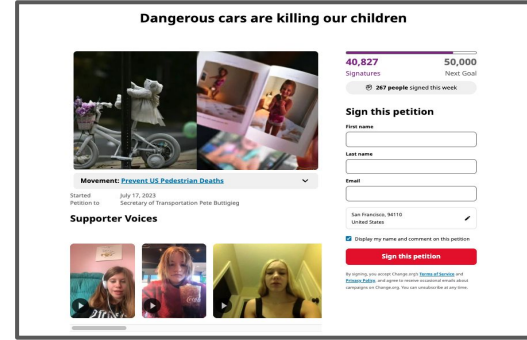
Moderator-led Discussion



National Impact



Latanya Byrd, Philadelphia



Jessica Hart, Washington DC



10 FSS members with Secretary Pete Buttigieg and DOT



Lobby Days with 200 FSS members & partner advocates

“I cannot overstate it: Families for Safe Streets ...are among the most powerful advocacy forces I've ever seen in politics... If we want our streets to be safer, you really need the human beings who've lost loved ones. It reframes everything.”

*-Polly Trottenberg, when she was Commissioner of the
NYC Department of Transportation*

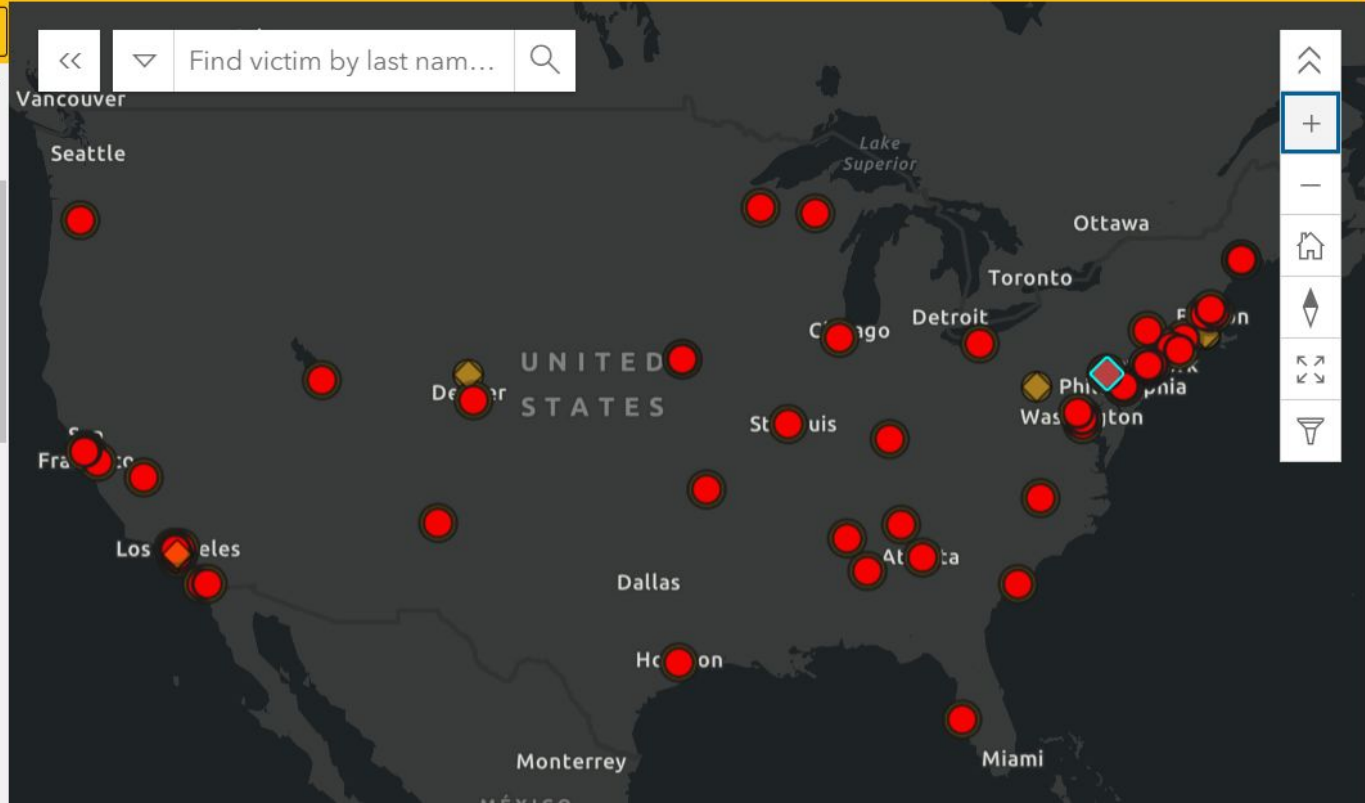
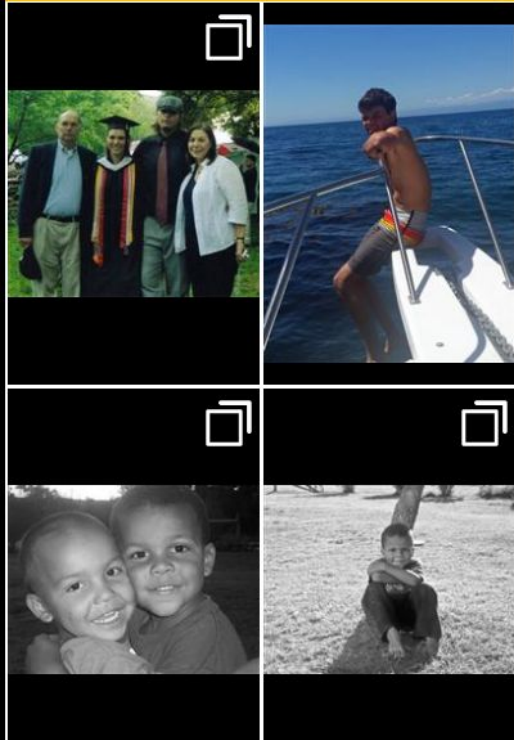


STORY MAP



Community Story Map

 Deaths and Serious Injuries 



FSS Support Services



FSS SUPPORT SERVICES



SUPPORT COMMUNITY CALENDAR

Families for Safe Streets offers monthly support community virtual meetings available to anyone who is experiencing the loss or trauma from a traffic crash. In addition to the calendar of events listed here, we hold a special monthly Spanish-speaking group and a quarterly peer mentor training.

Reunión con Miembros de FSS en Español: FSS convoca a nuestros miembros de habla hispana mensualmente para que se reúnan, compartan experiencias, conecten entre sí y construyan una sólida comunidad de apoyo de FSS en español.

Please visit: familiesforsafestreeets.org/calendar for details and to register.

Please contact us if you need a peer mentor to be matched at any time.

July 19, 2023 Post-Crash Body Perceptions

This is special workshop for crash survivors. Traumatic injury can alter the body we've always known, and challenge the way we see ourselves. This workshop will support those recovering from injury, and share tools for cultivating a healthy body image.

October 4, 2023 Grief, A One Man Sh'tshow

After a drunk driver killed both of his children in a horrific crash, playwright and filmmaker Colin Campbell channeled his shock, anguish and rage into a tragic-comic exploration of our culture's inability to talk about grief. Following the performance, Colin joins in conversation with Joyal Mulleron, Director, Evermore, a leading bereavement advocacy organization.

January 4, 2024 The Comfort of Our Pets

We know that the company of animals makes us feel good. Extensive research proves it. Pets have the ability to relieve stress and anxiety, lower blood pressure, and boost our mood. We'll share conversation, visits from pets who want to be on camera, and resources for pet therapy.

April 4, 2024 Somatic Movement Therapy for Crash Survivors

This workshop will guide people to access the parasympathetic nervous system - the system that helps us to "rest and digest" - through simple movements and awareness building. The benefits include slowing heart and breathing rates, lowering blood pressure, and promoting digestion and other functions.

August 23, 2023 Haiku Writing

The ancient tradition of haiku poetry or "30-30-30 verse" focuses on themes including the temporality of life, the temporality of nature, and the seasons. These are very short poems that nonetheless pack a punch. Together we will discuss and explore the power of this kind of poetry writing and create our own poems. ALL WRITING ABILITIES WELCOME!

November 21, 2023 World Day of Remembrance for Road Traffic Victims

Join FSS community members from across the country for a virtual candle lighting and memorial slideshow to remember loved ones and share impressions from our World Day of Remembrance memorials.

February 1, 2024 Show & Tell: Remembering Loved Ones

Photos, objects, and memories can help tell a story about loved ones we've lost. These treasures can hold significant meaning that helps us to share stories and feel close to our loved ones and to the community that supports us. Join poets from across the country to share special objects and remembrances.

May 2, 2024 Surviving the Holidays

After the sudden loss of a loved one, holidays can be the time when we miss our loved ones most. This is also the time when we most need support from others who understand. Community members share strategies for remembering loved ones during holidays, creating new traditions, and finding solace at a difficult time.

September 7, 2023 Forest Bathing: A Guided Introduction

The solace and comfort that the natural world offers can have tremendous therapeutic benefits. Forest Bathing, also known as Shinrin Yoku, was developed in Japan in the 1980s as an effective tool to overcome the effects of a hectic life and stressful work environment, by providing guided, immersive experiences in a natural setting of any kind.

December 7, 2023 Virtual Sound Bath Meditation

A sound bath or sound healing is an ancient tradition using instruments with deep, resonating vibrations like Tibetan singing bowls, bells, chimes, and gongs to release tension and ease stress, fatigue, and depression. A g

March 2, 2024 Connect Through I

The creative exploration and much-needed support for other hard-to-handle cards is

June 6, 2024 Loved On

After a loved one has been killed, the loss is often felt through a simple



RESOURCE GUIDE

Introduction	3
Five Important Considerations After Your Crash	5
Emotional Support	9
Hospitals, Visiting Nurse Service, and Physical Therapy	15
Driver Accountability and an Overview of the Legal System	15
NYPD Crash Investigation	17
Civil Lawyers	20
Insurance/Compensation and Civil Court	24
District Attorneys and the Criminal Process	39
Department of Motor Vehicles Hearings	48
Public Vehicle License/Employment Hearings	51
Advocacy: Fighting Back and Making Change	52
Additional Resources	55
References	57

- Monthly Support Community
- Peer Mentoring
- Online Support
- Resource Guide
- Centralized "Intake"
- Logistical Assistance

<https://www.familiesforsafestreeets.org/support-services>

FSS PEER SUPPORT PRINCIPLES

HOPE

Inspire and provide avenues to be hopeful.

OPPORTUNITY

Facilitate the opportunity to find a meaningful path forward.

LISTENING

Actively listen to members so that they feel heard.

SUPPORT

Promote mutual support for each individual's grief journey.



Bringing FSS to Your Community

FSS: Three Pathways

- *Members*
- *Ambassadors (Individual Advocates)*
- *Chapter*



Core Values

- ❑ Commitment to Data-Driven Goals & Systemic Change
- ❑ Bold & Strategic Organizing Tactics
- ❑ Consistent Messaging:
- ❑ Inclusivity
- ❑ Collaboration
- ❑ Clear & Effective Decision-Making
- ❑ Compassion & Understanding
- ❑ Determination

SPONSORING ORGANIZATION

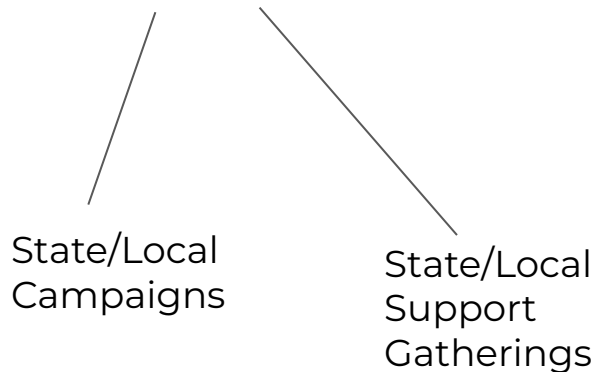
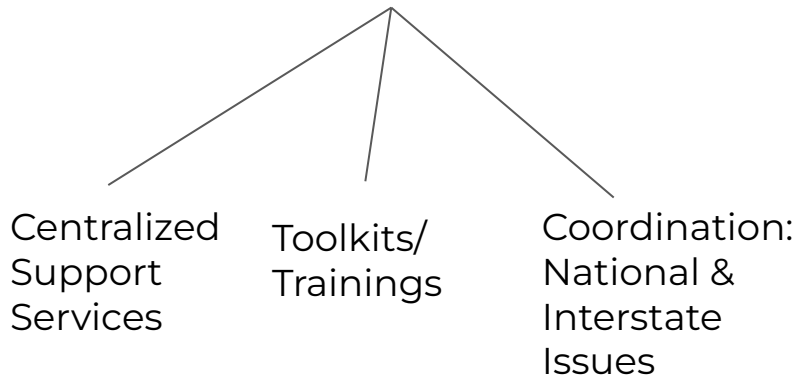
(WABA, Streets Trust, Philadelphia Bicycle Coalition, TA etc.)



FSS-NATIONAL



FSS CHAPTER



Free FSS Video Training:

How to Engage Crash Survivors



D1 How to Engage Crash Surv...

 Luke Ohlson





Audience Questions

Thank you!



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