



**CITY OF KIRKLAND**  
**Department of Parks & Community Services**  
505 Market Street, Suite A, Kirkland, WA 98033 425.587.3300  
[www.ci.kirkland.wa.us](http://www.ci.kirkland.wa.us)

---

## MEMORANDUM

**To:** Mayor and Members of Council

**From:** Kirkland Youth Council  
Kirkland Pedestrian Safety Taskforce

**Date:** April 22, 2008

**Subject:** We've Got Issues, International Safety Award

The City of Kirkland was honored at the Ninth Annual World Injury Prevention and Safety Promotion Conference in Mérida, Mexico, March 16-18, 2008. The Kirkland Youth Council's We've Got Issues program on Pedestrian Safety received the Silver Award in the Short Film category. One hundred and fifty entries were received for the International Safety Media Awards (ISMA) from several countries from all over the world. All entries were displayed at the conference in Mexico which was attended by over 500 injury prevention professionals.

The program idea was the result of Youth Council members discussing ways in which they could educate their peers on pedestrian safety from both a driver's and a pedestrian's perspectives. The eight minute program features a reenactment of a motor vehicle and pedestrian collision, hidden camera footage, and pointers for both drivers and pedestrians. The City's Public Works, Police, and Fire Departments lent their expertise and assisted in creating this collaborative program.

The program can be viewed on the City's website, K-Life, and the ISMA website ([http://www.teachingstory.com/isma/2008\\_selections/video/index.html](http://www.teachingstory.com/isma/2008_selections/video/index.html)).