

Using Interactive Multimedia to Teach Pedestrian Safety: An Exploratory Study

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Objectives: To evaluate an interactive multimedia (IMM) program that teaches young children safe pedestrian skills. **Methods:** The program uses IMM (animation and video) to teach children critical skills for crossing streets safely. A computer-delivered video assessment and a real-life street simulation were used to measure the effectiveness of the program in teaching safe street-crossing skills. **Results:** Significant effects

were found on the computer-delivered and behavioral measures. **Conclusion:** Findings suggest that children can learn to discriminate dangerous elements in traffic situations using the IMM program and transfer that knowledge to real-life environments.

Key words: interactive multimedia, pedestrian safety, safety education, child safety

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