

Pedestrian and Bicycle Safety for Hispanics
Pedestrian Safety PSA Radio Script
:60

English	Spanish
<p>Concept</p> <p><i>A mother (30-35 yrs old) and her daughter (7 yrs old) have a doctor's appointment and are running late.</i></p>	
<p>Mother – Lucía, are you ready? Lucía – Yes mom. Mother – Come, we have to go. We are running late for the Dr.'s appointment.</p>	<p>Mother – Lucía! ¿Estás lista? Lucía – Sí mami. Mother – Baja ya ique vamos a llegar tarde a la cita médica!</p>
<p><i>A door shuts and you can hear street noise.</i></p>	
<p>Lucía – Mom, are we going to the zoo this weekend? You promised... Mother – <i>(Sounds stressed)</i> I don't know. We'll ask your dad tonight. <i>(Pause)</i> Oh, there's the bus coming, let's cross the street quickly before we miss it. Lucía – But mom, the light is still red... Mother – <i>(Without paying much attention to the daughter)</i> Quickly, run.</p>	<p>Lucía – Mami, ¿vamos a ir este fin de semana al zoológico? Tú nos prometiste... Mother – <i>(Sounds stressed)</i> No sé. Esta noche le preguntamos a tu papá. <i>(Pause)</i> Ay, allá viene el bus, crucemos la calle rápido antes de que lo perdamos. Lucía – Pero mami, la luz todavía está en rojo... Mother – <i>(Without paying much attention to the daughter)</i> Apúrate, corre.</p>
<p><i>Suddenly you hear the breaks of a car screeching and thump of crash impact.</i></p>	
<p>Mother – Lucía!!!! <i>(Sounds scared and crying)</i> Somebody please help me!! Oh no, my girl! Lucía, talk to me! Are you ok?</p>	<p>Mother – iiiLucía!!!! <i>(Sounds scared and crying)</i> ¡Que alguien me ayude! Ay Dios... ¡la niña! Lucía, háblame, ¿estás bien?</p>
<p><i>You hear an ambulance in the background.</i></p>	
<p><i>At the hospital</i></p>	
<p>Doctor – Mrs. Pérez? Mother – Doctor, how's my daughter. Doctor – She hasn't woken up and she's still critical. <i>(voices fade</i></p>	<p>Doctor – Señora Pérez? Mother – Doctor, ¿cómo está mi hija? Doctor – Pues, aún no despierta y está en estado crítico. <i>(voices</i></p>

<i>out)</i>	<i>fade out)</i>
Announcer	
<p>Every year, thousands of pedestrians are killed or injured in the US. Too many Latinos are among them. Remember to cross at crosswalks or intersections, follow the traffic signals, and look left, right, and left again for traffic before and as you cross the street.</p> <p>Don't put you and your family's life at risk... be a smart pedestrian.</p>	<p>Cada año, miles de peatones mueren o son heridos en los Estados Unidos. Demasiados latinos se cuentan entre ellos. Recuerde cruzar en los cruces peatonales o intersecciones, respetar las señales de tráfico, y estar atento al tráfico mirando a la izquierda, a la derecha, y otra vez a la izquierda antes de cruzar y mientras esté cruzando la calle.</p> <p>No ponga su vida ni la de su familia en riesgo... sea un peatón precavido.</p>
Pedestrian Logo	
A message from the National Highway Traffic Safety Administration.	Un mensaje de la Administración Nacional de Seguridad del Tráfico en las Carreteras.