



ANNUAL REPORT

2025-2026 School Year



PREPARED BY
Andrew Hashikawa, MD, MS
Michigan Medicine

M | CONCUSSION CENTER

Letter from the Director

Dear Friends and Supporters of Pop-Up Safety Town,

What an incredible year for Pop-Up Safety Town! We are excited to share the highlights of another successful year bringing essential injury prevention education directly to children and families across Michigan, particularly in communities with limited access to these important resources.

Thanks to the dedication of our volunteers and community partners, we hosted 10 Pop-Up Safety Town events in southeast Michigan, helping young children and their caregivers learn important skills in helmet safety, pedestrian safety, dog bite prevention, home safety, and more. We were also thrilled to partner with Phi Epsilon Kappa, the University of Michigan's professional kinesiology fraternity, whose student volunteers helped make several of our events a success!

We expanded our educational reach through four innovative events at the University of Michigan's Mcity, where middle school students from Ypsilanti and Flint explored traffic safety in a realistic, simulated city environment while gaining exposure to STEM education and the university experience.

Together, these efforts helped us fit more than 1,000 children with bicycle helmets, making a tangible difference in the safety and well-being of families across in our state.

None of this would be possible without our incredible volunteers, community partners, and generous supporters. We are especially grateful to the ***AAA Auto Club Group Foundation*** for its continued commitment to our mission.

As we look ahead, we are excited to reach even more children, build new partnerships, and bring injury prevention education to communities where it is needed most. Thank you for being part of our journey and helping make Michigan a safer place for children and families!

Sincerely,



Andrew Hashikawa, MD, MS
Professor of Emergency Medicine
Michigan Medicine

POP UP SAFETY TOWN

Learn More

Look to Michigan

SCAN ME



10
LOCATIONS

Brighton, Hamtramck, Lansing, Whitmore Lake, Van Buren, Lincoln & Estabrook Elementary, Eastern Michigan University (Ypsilanti), Child Care Network, and Detroit.





1,000+
HELMETS

Over 1,000 helmets were fitted and given to children!





2,000+
ATTENDANCE

Over 2,000 children and caregivers participated in Pop-Up Safety events!

200
VOLUNTEERS

Over 200 volunteers attended this year.



Year in Review



Pop-Up Safety Town continues to grow, bringing hands-on injury prevention education and essential safety resources to children and families in underserved communities. During the 2025–2026 academic year, more than 200 dedicated volunteers helped deliver 10 community events across Michigan, reaching families in Ann Arbor, Brighton, Detroit, Hamtramck, Lansing, Van Buren, Whitmore Lake, and Ypsilanti. Through these events, we provided free bicycle helmets and engaged children and caregivers in practical lessons on helmet safety, pedestrian safety, medication safety, dog bite prevention, and other common childhood injury risks.

One of our most exciting milestones was the expansion of Pop-Up Safety Town beyond Michigan into Wisconsin, South Carolina, Georgia, and Florida. Through new partnerships with pediatricians, healthcare institutions, and community organizations, we are bringing our community-driven approach to injury prevention to more children and families nationwide. This growth demonstrates how Pop-Up Safety Town can be adapted and replicated in communities across the country.

We also expanded our educational reach through an exciting new initiative at the University of Michigan's Pop-up Safety Town at Mcity, introducing middle school students from underserved communities to hands-on experiences combining injury prevention, transportation safety, and STEM education. Through interactive activities involving bicycle and scooter safety, autonomous vehicles, and engineering, students explored real-world applications of science and technology while gaining exposure to future educational and career opportunities.

As we look ahead, we are excited to build on these partnerships, expand our reach, and continue making injury prevention education accessible, engaging, and impactful for children and families across Michigan and beyond.



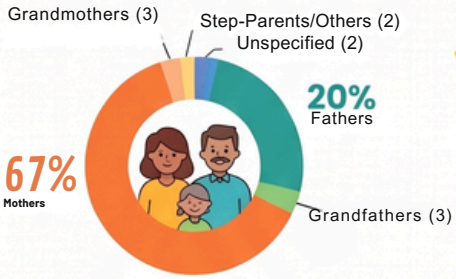
Pop-Up Safety Town:
Participant Feedback & Community Impact Survey



SURVEY DEMOGRAPHICS & EVENT OVERVIEW

116 **Total Caregiver Respondents**

Voluntary feedback gathered across 5 event locations, led by Van Buren (41) and Whitmore Lake (23), alongside Lincoln (20), CCN (20), and Estabrook (12).



67% Mothers, 20% Fathers Leading Attendance

Respondents consisted primarily of mothers (76) and fathers (25).



99 respondents were attending for the first time; 17 were repeat attendees.

OVERWHELMINGLY POSITIVE PERCEIVED VALUE

95%+

- Extremely valuable (73)
- Very valuable (36)
- Moderately valuable (2)

TOP 5 THINGS RESPONDENTS LIKED MOST



1. FREE HELMETS & BIKE TOWN DRIVING TRACK

Participants praised helmet fitting, free helmets, bike practice, and driving through simulated mini roads.



2. INTERACTIVE & HANDS-ON LEARNING STATIONS

Caregivers valued interactive activities, hands-on practice, stamps/passports to guide children, and active participation over passive listening.



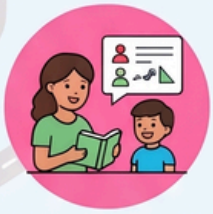
3. SPECIALIZED SAFETY TOPICS (MEDICINE, DOGS, CROSSWALKS)

High-impact topics included the "Pill vs. Candy Game" display, dog/pet safety, pedestrian crosswalks, and burn safety with ramen noodles.



4. FRIENDLY, ENGAGING STAFF & FACILITATORS

Attendees frequently highlighted the friendly, patient staff who took time to speak directly to children at their eye level.



5. CHILD-FRIENDLY & ACCESSIBLE EDUCATION

Parents appreciated simple, age-appropriate explanations that made critical safety concepts fun and easy for toddlers and young children to understand.

KEY AREAS IDENTIFIED FOR IMPROVEMENT



STATION LAYOUT & FLOW MANAGEMENT

Caregivers requested more guided direction at the event



VENUE SIZE & ROOM SPACING

(Most Common Feedback)

The most frequent recommendation was providing larger event spaces, and bigger walking areas to prevent overcrowding.



BICYCLE & HELMET OPTIONS

Parents suggested offering larger bike sizes for older siblings and expanding helmet color/style choices.



ADDITIONAL SAFETY TOPICS

Attendees expressed interest in expanding content to include dedicated fire safety stations and additional outdoor activities.

Pop-Up Safety Town
Expansion to Other States

Bringing hands-on safety education to more communities.

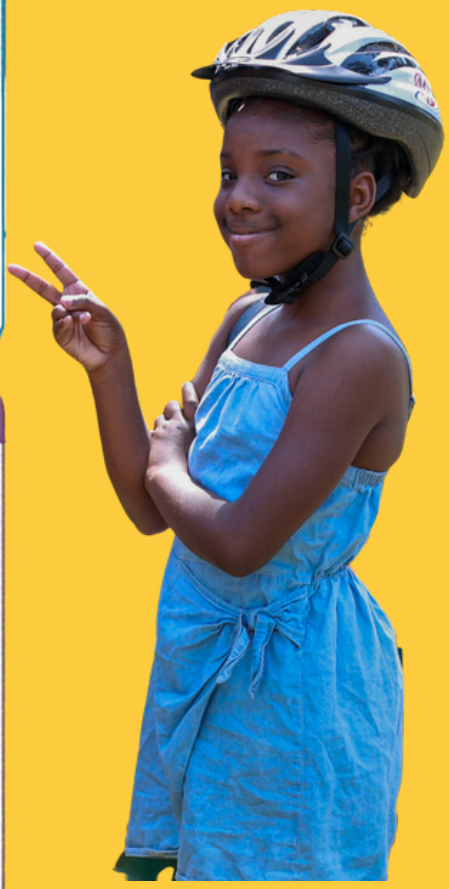
FLORIDA



GEORGIA



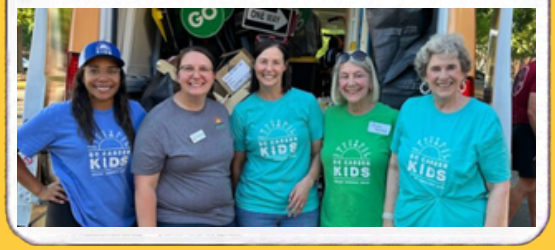




SOUTH CAROLINA







WISCONSIN







New states. New communities.

Pop-Up Safety Town is growing with the help of the American Academy of Pediatrics and the Auto Club Group Foundation.

STEAM & Safety in Action:
The Mcity Experience & Follow-up Poster Fair

We partnered with U-M's **Mcity**, the simulated urban testing facility for autonomous vehicles, to introduce middle school students (grades 4–7) to ***safety*** and **S**cience, **T**echnology, **E**ngineering, **A**rt, and **M**athematics (STEAM). Our program welcomed students from four underserved school districts in Durand, Ypsilanti, Flint, and Detroit for hands-on safety learning experiences.







Led by U-M engineering students, middle schoolers designed model crash-test cars to explore how crumple zones protect passengers and built bridges using spaghetti and marshmallows to test structural strength. Mcity engineers introduced students to autonomous vehicle technology, demonstrating how self-driving cars detect pedestrians, avoid collisions, and navigate roadway hazards. Students also had the opportunity to learn about how drones can be used to make people safe.







Every student received a properly fitted bicycle helmet to keep, with some adding their own creative designs to personalize it. Students then practiced safe riding skills using nonmotorized scooters on Mcity's simulated streets and intersections. Anonymous surveys revealed that more than half of participating students had never visited a college campus, and over 50% did not previously own a bicycle helmet.





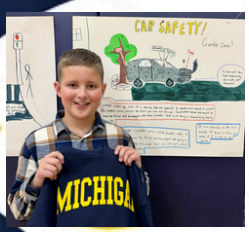


Following their Mcity experience, students received materials to create science posters highlighting what they had learned at Mcity. Teams of U-M volunteers then visited each participating school to review and judge poster presentations, giving students an opportunity to showcase their knowledge and creativity. All students received recognition ribbons, while top poster creators were awarded U-M T-shirts and sweatshirts to celebrate their achievements.









More Photos and News

Gallery

Mcity

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In the News

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Poster Fair

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PROGRAM CONTACT

Andrew Hashikawa, MD, MS
Professor of Emergency Medicine & Pediatrics
University of Michigan Medical School
C.S. Mott Children's Hospital
Email: drewhash@med.umich.edu