

# 2022-2023 SCHOOL YEAR



## We Take Time to Slow Down in School Zones Educational Campaign

### ABOUT

We Take Time to Slow Down in School Zones Educational Campaign is part of a multi-year outreach campaign aimed to help improve the safety of children and families who walk and bike to school, parks, businesses, and other community based facilities.

### THE WHY BEHIND IT

A National Safe Kids study of 27 cities found that of the vehicle speeds recorded during the 30 minutes before and after school, 65 percent of drivers exceeded the posted speed limit with 23 percent of these drivers traveling at least 10 mph above speed limit and 33 percent traveling 30 mph or more beyond the limit. (National SAFE KIDS Campaign, 2000).

### KEY MESSAGES

Drivers near the school can help create an environment that feels safe and inviting for pedestrians and bicyclists. the campaign will focus on the following messages:

- Watch for, and yield to, pedestrians and bicyclists near and around the school.
- Obey speed limits in and around school zones.
- Expect increased traffic in and around school zones.
- Be aware of an unusually high concentration of crosswalks in school zones.
- Do not block crosswalks.
- Obey crossing guards, safety patrols.
- Come to a complete stop at stop signs.
- Follow your schools drop-off and pick-up procedures.
- Be aware and be alert.
- Be on the lookout for busses.

### CAMPAIGN ELEMENTS

Provide schools with banners, yard signs, and posters to display in and around schools.


Communication toolkits will include monthly social media posts and quick facts to add to parent newsletters.


Targeted outreach to media sources to spread the message on a regional scale

Optional School Zone Safety video contest. Have kids in your school write a script and act in a school zone safety video. You can work with high school groups/classes to record the video, or use the video making software your school has available. Videos can be submitted to Jennie Mayer at [jmayer@ecwrpc.org](mailto:jmayer@ecwrpc.org). Our staff will post videos on Facebook and score the videos to select a winner. ECWRPC will provide the winning school an exciting prize.

### CONTACT

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## WHAT TO EXPECT:

### AUGUST-SEPTEMBER 2022

- ECWRPC will deliver campaign banners, yard signs and posters to schools at the end of August.
- Safe Routes Staff will be available to participate at Back to School Nights or set up a booth that gets information to parents on the educational campaign if schools are interested.
- Safe Routes Staff will send out a press release to raise awareness for the campaign.

### SEPTEMBER-MAY 2023

- Monthly social media posts will be shared with participating schools.
- Quick facts and data will be provided for schools to add to newsletters quarterly.
- Encouraging participation in Walk to School Day events on October 5th is a great way to promote safety in school zones.
- Winter weather brings new challenges for kids walking to school. Promoting Winter Walk Days can be a good reminder to drivers to be extra cautious in school zones during winter months.
- May is Bike Safety Month! Bike to School Day is May 4th. This event can help promote safety in school zones.

