

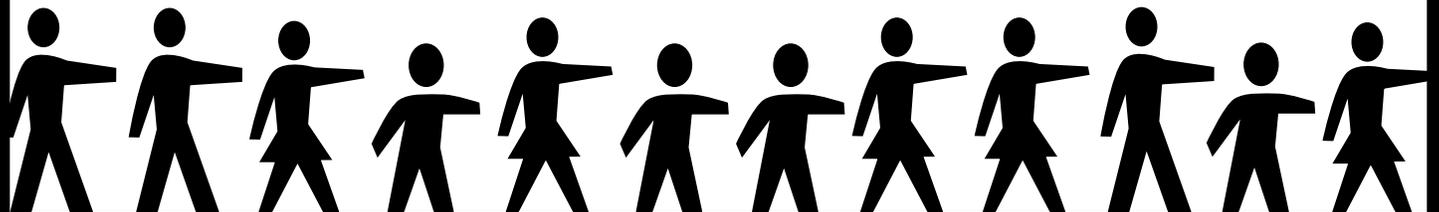
THE CALGARY ASSOCIATION OF PARENTS AND SCHOOL COUNCILS (CAPSC)



AWARENESS WEEK

SEPTEMBER 23 - 27, 2013

2013 School Traffic Safety Week Summary



Learn about this city-wide initiative to raise awareness about traffic safety around schools.



About the Initiative

A city-wide effort to keep children safe

In April 2013, CAPSC co-hosted a Traffic Safety Key Stakeholder's meeting. Provincial, municipal, police, school board, safety patrol and school bus representatives joined with parents to discuss traffic safety issues and what can be done about them. The conversation made it clear that school administrations and councils need simple, effective strategies to help manage daily traffic. Public awareness is key to addressing dangerous behaviors in communities and school zones. September is a great time for this campaign, as everyone is in back-to-school mode and parents are still developing traffic habits. Using the same strategies across the city at the same time sends a strong message to the city, the public and parents. Working together, we can improve the safety of children in traffic.

Once again, we were delighted to discover that Calgarians care about the issue of children in traffic. A glance at the supporters involved in this effort - from provincial, municipal, school board, and corporate sources - confirms the number of individuals and organizations joining together to help this initiative succeed.

The Calgary Board of Education, Calgary Catholic School District and the Calgary Police Service advised us as we created safety week materials and distributed information to schools. Alberta Minister of Justice Jonathan Denis and Ward 14 Councillor Peter Demong, as well as the Alberta School Councils' Association (ASCA) provided letters of support. The Calgary Motor Dealer Association funded the 'What Are You Driving At?' overpass banners.

We were able to personally visit over 60 schools in the public, separate, private and charter systems and speak with their administrators about school traffic safety concerns. This problem is universal,

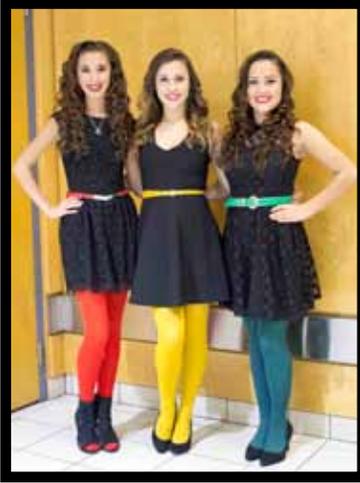
and schools are dealing with it on a daily basis. The September 2013 tragedy in St. Albert was just one more reason to take action on this issue.

Schools used the suggested traffic safety tools to participate in a variety of ways. They sent out material to their parent populations, hosted campaigns targeting their own traffic problems, and did classroom or assembly discussions about safer strategies. Hundreds of posters were created for the city-wide poster event, and the top entries submitted for consideration by our judges. The Point-Pause-Proceed video and original song proved to be valuable teaching resources, with copies requested not only by schools in Calgary but as far away as Okotoks and Hinton, Alberta. One school had their Grade 6 students write traffic safety messages to be included in regular newsletters sent home to parents. Considering timing issues imposed by the spring flood and fall election, it was a very successful week.

The Calgary School Traffic Safety Week is a volunteer initiative. We need your help to make it happen! To get involved, please contact us at traffic@capsc.ca.

A million thanks to the following individuals and groups, whose support helped get this initiative off the ground: *Alberta Minister of Justice Jonathan Denis, Calgary Ward 14 councillor Peter Demong, Christina Steed, the Alberta School Councils' Association (ASCA), Ecole Sam Livingston School Council and principal Dallas Wheeler, the CAPSC executive, the Calgary Board of Education (CBE), and the Calgary Catholic School District (CCSD), Mayor Naheed Nenshi and the City of Calgary, the Calgary Police Service Traffic Safety Unit, the Calgary Motor Dealer Association and YMCA Calgary.*





Supporters, Judges & Sponsors

Thanks to Ken Lima-Coelho and YMCA Calgary, who hosted the event with support from the South Fish Creek Recreation Association and Bishop O'Byrne High School; The Young Canadians, Angela Benson and Phil Heerema; our judges Ward 14 councillor Peter Demong, CSSD representatives Renee Mikkelson and Jody McKinnon and trustee Mary Martin, CBE representatives Norah Moughlian, Darlene Unrah and trustee Sheila Taylor, Jim Gillespie of the Calgary Motor Dealer Association, CPS Staff Sergeant Michael Watterston, AMA School Safety Patrol representative Lisa Nowlin and CAPSC president Jeff Bowes; Performers Quantello Strings, Elizabeth Munson, Taylor Ernst and Sophie Munson, Joni Millar and Guia Ernst; Sabrina Wilde and Kara Johnson; Alberta Traffic Supply and Calgary Sound Rentals. Prizes supplied by YMCA Calgary, the Calgary Hitmen, Cross Iron Mills Mall, Chinook Mall, South Centre Mall, Marlborough Mall, Westhills Cineplex and the office of Minister of Transportation Ric McIver. Food donated by Deer Run Co-op, Shawnessy Co-op, Sobeys, South Centre Safeway, Southport Superstore and Joni Millar. Flowers courtesy of Deer Valley Florist.

Celebrating Involvement

Awards Night Gala

On November 6, 2013, stakeholders, supporters, families and students gathered to recognize community involvement. School board trustees, city, police and community representatives awarded poster contest prizes. It was a lively event, where guests mingled, sampled hors d'oeuvres, and enjoyed entertainment by the Young Canadians and Quantello Strings.

CAPSC's City-Wide Traffic Safety Poster Contest Winners

- Grade 2 Top Poster – Tony, Prince of Wales School
- Grade 3 Top Poster – Amy, Christ the King School
- Grade 4 Top Poster – Isabella, Christ the King School
- Grade 5 Top Poster – Ling Long, Sydney & Isabel, Webber Academy
- Grade 6 Top Poster – Connie & Alexis, Webber Academy
- Grade 7 Top Poster – Mara, Fairview School
- Grade 9 Top Poster – Jovana, Fairview School
- Most Colourful – Hannah, Prince of Wales School
- Most Appealing to Kids – Srishti, Samuel Shaw School
- Most Effective – Sophia & Lana, Webber Academy

Minister of Education Jeff Johnson, Minister of Justice Jonathan Denis and Minister of Transportation Ric McIver selected the names of our draw winners from the hundreds of Calgary students who created posters. Amy, Brianne, Emma, Jitey, Jorja, Katie, Keeley, Natasha, Shaheena and Sydney are students at École St. Gerard, St. Philip Fine Arts School, and Webber Academy.

The Young Canadians wow the crowd with 'Dancing in the Streets' - click the 'Awards Night' link at tsk.capsc.ca to access videos.





About The Traffic Safety Toolbox

Visit tsk.capscc.ca to access full details and links.

Schools and neighborhoods have similar yet unique situations. Since a solution that may work well for one will not be right for another, a range of strategies are needed. These tools were developed to provide options to school councils, administrations and youth groups. The Calgary Police Service Traffic Safety Unit reviewed the tools to make certain they are both safe and legal. Putting the strategies into action during the Calgary School Traffic Safety Week will help increase public awareness and teach parents coming into the school environment. However, they can be used at any time to raise awareness of traffic safety issues.

A daily traffic jam

Every school day, parents and school buses must arrive to drop off children at the same time. Local residents are also departing for work.

Many parents are not aware that they are creating safety issues: parking and stopping in bus zones, crosswalks and driveways, making illegal u-turns, often where children are crossing, and jaywalking between cars and buses. Local residents and cut-through traffic add to the confusion: speeding, cutting through neighbourhoods, honking at and tailgating vehicles that slow down to accommodate pedestrians, and ignoring and crowding crossing guards. Most schools were designed for pedestrian traffic – not multiple vehicles and buses.

Involving parents and school councils is essential to solving rush hour problems in neighborhoods and around schools.

Why is this an issue?

Until around age 8, children:

- find it hard to tell whether a vehicle is moving, and to judge speed and distance.
- believe that if they can see a car, the driver can see them.
- think that vehicles can stop instantly.
- cannot anticipate how a vehicle may move in traffic.
- are small and unpredictable.

(Information adapted from the Pedestrian Crossing Control Manual distributed by the Canadian Institute of Child Health, November 2001.)

Children cross streets and catch buses as early as 7 a.m. In winter, it is still dark out.

The 'What are you driving at?' banners, sponsored by the Calgary Motor Dealer Association, were displayed on overpasses across Calgary to remind drivers about children in traffic.



What are you driving at?

SCHOOL TRAFFIC SAFETY - IT'S ABOUT THE KIDS

tsk.capscc.ca

SPONSORED BY



Traffic Safety Tools

Visit tsk.capsc.ca to access full details and links.



Images from the Point-Pause-Proceed video

Tool #1 - Point-Pause-Proceed

Resources needed: 10 to 60 minutes, one volunteer to demonstrate. Access the video and song links at tsk.capsc.ca.

Talk to kids about the Point-Pause-Proceed method and how it works in a classroom, during an assembly or in a group setting.

Show the Point-Pause-Proceed video - it features Calgary Police Services, the Alberta Ballet Company, the Calgary Stampeders, Calgary Hitmen and Mayor Naheed Nenshi demonstrating this safer strategy for crossing the street.

Use *Get Your Hand In The Air!* – the Point-Pause-Proceed song as a teaching tool. Play it on a PA or audio system, listen to it in class or use it as a background during physical activity.

Video & Song Supporters

The Calgary Board of Education, The Alberta Ballet Company, Calgary Stampeders, Calgary Hitmen, Constable Falk and the Calgary Police Service, Calgary Mayor Naheed Nenshi, Karen Lloyd, Lizzy and Darcy Munson, and Brendan Ostrander; Vanessa Conrad, Johnny and Katie Drysdale, Douglas, Pearl, Sarah and Sam Lloyd, and Paul Jones.

DID YOU KNOW?

Using the strategy at crosswalks and intersections alerts drivers that you intend to cross. Drivers must stop for a pedestrian with their arm raised and can face a fine if they fail to do so.

POINT (extend your arm) at the crosswalk, keeping all five fingers fully extended.

PAUSE to look for traffic. Look in all directions. Make eye contact with drivers and wait until all vehicles have come to a complete stop.

PROCEED across the street, keeping your arm and fingers fully extended. Remain alert to potential dangers.





Traffic Safety Tools

Visit tsk.capscc.ca to access full details and links.

Tool #2 - The School Traffic Safety Tips Brochure

Resources needed: a communication network.

Distribute copies of the online or printable School Safety Tips brochure to your community. This double-sided, one-page handout was approved by the Calgary Police Services traffic safety unit, and contains tips on safely walking, driving and parking in school zones.



'Be Safe' by Sophia & Lana - voted Most Effective Poster 2013

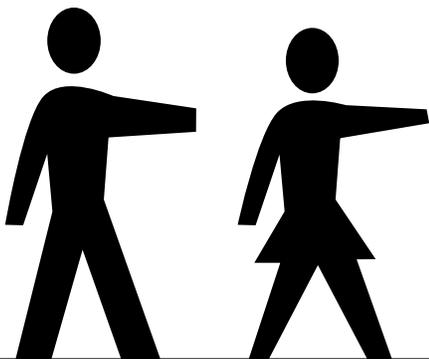
Tool #3 - A Traffic Safety Poster Contest

Resources needed: One hour explaining and/or researching traffic safety, time to create a poster, and a volunteer or two to help display and judge the entries.

Creating a poster is an effective way to get kids thinking about how to improve safety. Although our next city-wide poster contest won't take place until autumn 2014, consider hosting a mini-version for your own school or group. Use our guidelines to develop ideas for your own event. (Remember to include the Calgary School Traffic Safety Week on your calendar, so you can enter our contest next year.)



'Stay Alert Be Safe' by Shristi - voted Most Appealing to Kids 2013



Traffic Safety Tools

Visit tsk.capsc.ca to access full details and links.

thank you!

On behalf of _____ School Council

YOUR ACTIONS HELP KEEP CHILDREN SAFE IN TRAFFIC.

- parking and walking parking legally
- using the crosswalk using point, pause, proceed
- helping children to cross not idling
- using an active form of transportation like walking or biking
- other _____

Send in this completed form to be entered in a prize draw!

Name: _____

Phone #/E-mail: _____

*Please remember: jaywalking, making u-turns at crosswalks, speeding, distracted driving, ignoring posted signs, parking illegally and failing to stop for pedestrians puts our kids at risk. **BETTER LATE AND SAFE!***

Tool #4 - A Positive Pointers Campaign

Resources needed: One or two volunteers for 15 minutes before or after school, a draw box in a central location, and a small prize such as a gift card.

Combining a Positive Pointers coupon with a "Thank you!" is a friendly way to make families aware of traffic safety issues. This campaign was previously piloted by a Calgary school. It rewards those making safe choices in school and playground zones, while giving a gentle reminder about risky behaviors. Recipients can fill out the coupon and turn them in to have their names entered in a prize draw. Consider doing the prize draw during an assembly or school council meeting.

I PROMISE TO IMPROVE SAFETY FOR CHILDREN ON CALGARY'S STREETS - EVEN WHEN I'M LATE.

WHEN DRIVING:

- I will remember that children may be heading through my neighborhood on their way to school early in the day, and will be prepared to stop or slow for them.
- I will remain aware of school and playground zones, and slow my speed to posted limits.

WHEN DELIVERING OR PICKING UP CHILDREN:

- I will choose safety over convenience.
- I will obey traffic signs and laws.
- I will always use crosswalks.
- I will not take unsafe shortcuts, make illegal u-turns, jaywalk or let children out on the road, in no-stop or bus zones.
- Recognizing that children follow my example, I will model safe behaviors.

Tool #5 - The Crosswalk Champion Commitment

Resources needed: Printed copies of the pledge (or a link to the online version); one volunteer.

Encourage your community to sign the Crosswalk Champions pledge – just send out a link to the online pledge form. You can also host your own campaign by printing out copies, distributing them to your community and recording the number of pledges you receive.

Kids aged 11 - 17 are as likely to be hit by a vehicle as young children, for different reasons.

Tool #6 - Keep in Touch!

Want to know more about developments in improving school traffic safety?

- Visit and subscribe to tsk.capsc.ca to access information, links and updates, e-mail traffic@capsc.ca and 'Like' our **CAPSC School Traffic Safety** page on Facebook.