



The Traffic Safety Toolbox

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

Youth groups, school councils and administrations can use these simple, effective strategies to help manage daily traffic safety issues. These tools, approved by the Calgary Police Service Traffic Safety Unit, were developed for the Calgary School Traffic Safety Week held in the last week of September. At this time, the public is thinking 'back to school' and parents are still developing habits for the year. By doing the same things during this week, we send a strong message to the Calgary community. However, the tools can be used at any time of year to improve the safety of children in traffic.

Tool #1 – Provide School Traffic Safety Tips

Resources needed: a communication network.

Distribute the online or printable Traffic Safety Tip hand-out to your community. It incorporates material from Calgary Police Services, and has suggestions on safely walking, driving and parking in school zones.

Tool #2 – Host a Positive Pointers Campaign

Resources needed: One or two volunteers for 15 minutes before or after school.

A Positive Pointers coupon combined with a 'Thank you!' is a friendly way to make families aware of traffic safety. It rewards those making safe choices in school and playground zones, while gently reminding about risky behaviors.

Tool #3 – Travel to School Actively

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

Watch the video encouraging students and families to add biking or walking into their school commute.

Discuss the benefits - exercise boosts physical activity and learning potential. Parking further away and walking will also reduce the traffic around your school.

Tool #4 – Demonstrate Point-Pause-Proceed

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

Talk to kids about the Point-Pause-Proceed method and how it works.

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

Incorporate Get Your Hand In The Air! – Play this original song on a PA or audio system, listen to it in class or use it as a background during physical activity.

Tool #5 – Hold 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. Consider hosting a poster contest for your school or group. (Remember to include the Calgary School Traffic Safety Week on your calendar.)

Tool #6 – Sign the Crosswalk Champion Commitment

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

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

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, or e-mail traffic@capsc.ca.

Traffic Safety Tips for Parents • What Are You Driving At?

The following points are used with permission from the Calgary Police Service *Traffic Tips* brochure. Find the full document online at Calgary.ca/roads.

CALGARY POLICE SERVICE SAYS:

When driving through a school zone, remember:

- Children do not perceive traffic like adults do – extra caution is needed.
- The maximum permitted speed is 30 km/hr from 7:30 a.m. until 5 p.m. on school days.
- Passing is not allowed within a school zone during the hours that the zone is in effect.

Do NOT park:

- within 5 m of a crosswalk. This ensures children are visible to other road users.
- in a bus zone. No vehicle other than a Calgary Transit vehicle may stop or park in a bus zone. You may not stop even momentarily in a bus zone.
- in school bus zones.
- within 1.5 m of a driveway or garage.
- within 5 m of a fire hydrant, corner, intersection, stop sign or yield sign.
- in a manner that impedes other vehicles from using the alley. You must leave a minimum of 3 m unobstructed width for the passage of other vehicles.



ABOUT U-TURNS - Parents are often seen making illegal u-turns in school zones. Save yourself a fine by reviewing the Alberta laws on u-turns.

FRIENDLY ADVICE

Encourage exercise! Help your child to walk or bike to school.

If you must drive your child, park five minutes away and walk. Even a short period of exercise is proven to significantly improve learning and behavior in school. (Learn more by watching a short TED talk by Dr. J. Ratey, MD, of Harvard Medical School at tinyurl.com/boostlearning1.) It's easier and safer to park further away, and you also prepare your child to learn that day.

Your child will follow your example. Don't jaywalk!

When crossing the street (at the crosswalk), raise your arm and use the Point-Pause-Proceed method. (Visit tsk.capscc.ca for details.) This strategy lets drivers know what you are doing, making it easier for them to stop and let you cross safely.

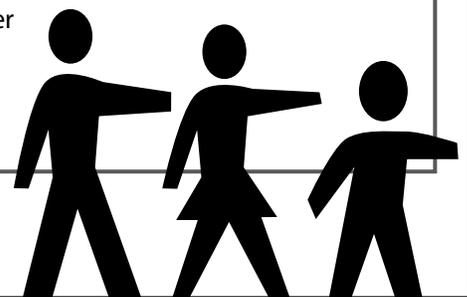
CHANGE FOR THE BETTER

If we all make a small commitment to safer behavior and do it for five days, it will make a big difference. Like doing the wave at a football game, small actions done along with others have an incredible impact.

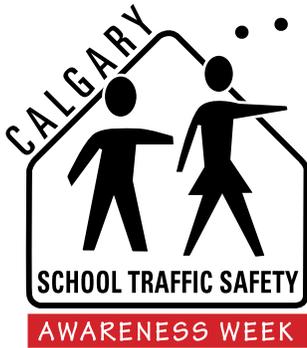
FOR THE NEXT FIVE DAYS, I WILL _____

Need ideas? Have your child bike or walk to school | park and walk from further away | use Point-Pause-Proceed to cross the street | drive the speed limit | use the crosswalk (don't jaywalk!) | talk to your kids about traffic safety.

CUT OUT THIS COMMITMENT AND PLACE IT ON YOUR DASHBOARD AS A REMINDER.



FOR MORE INFORMATION AND TO LEARN ABOUT CALGARY'S SCHOOL TRAFFIC SAFETY WEEK, VISIT TSK.CAPSC.CA.



About Positive Pointers

Harness the power of positive reinforcement! Target parents by focusing on positive actions, while giving a gentle reminder about unsafe behavior.

Hosting A Campaign

This program has been piloted in Calgary and helps to educate and encourage parents who are dropping off and picking up children about appropriate traffic behaviors. Here's how to carry out a Positive Pointers campaign:

- Ask two or three volunteers to come 15 minutes before the start of school and/or five minutes before dismissal.
- Volunteers hand out the Positive Pointer coupon to parents or caregivers as they bring children to school or pick them up.
- We recommend handing out coupons on the sidewalk. Volunteers and participants must not endanger themselves or distract drivers in any way. Remind volunteers to model safe behavior and obey all traffic laws as they distribute coupons.
- Stay positive and cheerful. Smile and let families know that there are concerns about traffic safety around schools in Calgary. Hand them the coupon, along with a thanks for taking and reading it.
- Do not criticize behavior - the focus is on positive information sharing. Negative parent comments have proved very ineffective in actually changing behavior around schools.
- Adding the small bonus of a chocolate kiss or other treat, presented along with the coupon, was a successful positive touch in the pilot of this campaign. It encouraged recipients to receive and review the information. Schools running the campaign can incorporate this suggestion if desired.
- Extend the impact of the campaign by keeping track of how many Positive Pointer coupons are distributed. Once it ends, mention the total number of coupons handed out and thank families at an assembly, in a newsletter or on the website.

Questions or comments? Contact us at traffic@capsc.ca.
We'd love to hear that you are running this event.

Thank you!

YOUR ACTIONS HELP KEEP CHILDREN SAFE IN TRAFFIC.

*Parking and walking • Parking legally • Using the crosswalk
Using Point-Pause-Proceed • Helping children to cross
Using an active form of transportation like walking or biking*

BETTER LATE & SAFE!

When dropping and off and picking up children, remember:

- **Park 1.5 m** away from driveways or alleys.
- **Park 5 m away** from a crosswalk, fire hydrant, corner intersection, stop sign or yield sign.
- **Slow down** and watch for kids.
- **Please do not stop or park** in school or city bus zones, even just for a moment.
- **Please obey posted signs** for 'no stopping,' 'no parking' and 'no u-turns.'

Research shows that exercise before study helps children to learn faster and do better. If you must drive to school, park a block or two away and walk the final distance. You help ease congestion and your kids will benefit!

VISIT TSK.CAPSC.CA FOR MORE IDEAS ABOUT SCHOOL TRAFFIC SAFETY.

Thank you!

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Traffic Safety Tools

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



Images from the Point-Pause-Proceed video

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.





About the Traffic Safety Poster Contest

Calgary students can use art to raise awareness about school traffic safety. There are 2 ways to win!

WIN THE DRAW – Five lucky students whose names are entered in the draw, their parents and principals will be honoured just for taking part.

WIN WITH DESIGN – Creators of the most popular poster designs will win a prize, and have their posters put on display and used in future traffic safety campaigns.

Check the TSK.CAPSC.CA website for this year's entry deadlines.

The Guidelines

- All Kindergarten to Grade 9 students in Calgary are welcome to enter submissions. Work should be original.
- Posters can be 8.5 x 11 inches to 22 x 28 inches in size, and either horizontal or vertical in format.
- Please do not include names or identifying features on the front of the poster.
- We need to receive parental consent to consider the entry for the city-wide contest. An online consent form can be submitted when the digital image of the poster is submitted to our website.
- While it is best for students to submit an entry to their school or youth group, if no opportunity to do so exists they can enter a single submission.
- All poster entries will be displayed on our website. We reserve the right to remove inappropriate submissions.
- First name and last initial of students entering the contest, grade level, parent contact information, and a digital photo of an individual submission or the top posters for the school must be submitted to our website by the entry deadline.

Hosting A Campaign

By running this poster contest, you increase awareness of traffic safety in your own school or community while participating in the city-wide effort. Publicizing this contest early will allow students more time to create their entries. The steps are simple. Photocopy black and white copies of these full contest details and the attached poster. Send the mini-flyer home with the kids. Promote the event in your school or community.

TO ENTER THE CITY-WIDE DRAW:

Collect entries and submit all of the artist names for your school or youth group. E-mail the first name, last initial, and grade level. Include the school or youth group name and send it to trafficposters@capsc.ca. You will need to confirm that parental consent has been given.

TO ENTER THE CITY-WIDE ART CONTEST:

Next, display all of the posters, and have your school or community choose a winner for each grade level. Use our online submission form to upload a digital photo of the winning poster for each grade. (Make sure there are no names or identifying features on the front.) You will need to confirm parental consent and include contact information, so that we can get in touch with either your organization or the winners. Hold on to the originals in case one of your entries wins!

Please check the tsk.capsc.ca website for current deadlines and details about receiving a contest award.

Questions, problems or comments?
Contact us at traffic@capsc.ca.

CAPSC)))
giving parents a voice

CALLING ALL KINDERGARTEN - GRADE 9 STUDENTS IN CALGARY!



Design a poster about staying safe in traffic and win!

2 Ways to Win

Visit tsk.capsc.ca for full contest guidelines.

RETURN YOUR POSTER TO:

(SCHOOL OR GROUP)

BY: _____
(DATE)

1 With your family, research ways that kids can stay safe in traffic.



2 Create a great design.



3 Submit your poster.



CALGARY SCHOOL TRAFFIC SAFETY AWARENESS WEEK POSTER CONTEST

ATTACH THIS SIGNED CONSENT FORM TO THE BACK OF FINAL POSTER SUBMISSIONS.



Name: _____ School: _____

E-mail or Phone: _____ Grade: _____

PARENTAL CONSENT: By submitting this poster, I agree to abide by the rules of the contest, and understand that my child's work may be used in future traffic safety awareness events.

Signature: _____ Date: _____

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CALLING ALL KINDERGARTEN - GRADE 9 STUDENTS IN CALGARY!



Traffic Safety Poster Contest

Help educate your community by designing a poster about staying safe in traffic - there are two ways to win! Visit TSK.CAPSC.CA for full contest rules and deadlines.

ENTER ON YOUR OWN OR AS A SCHOOL, GROUP OR COMMUNITY

1 With your family, research ways that kids can stay safe in traffic.



2 Create a great design.



3 Submit your poster. Remember to include the consent form!



2 Ways to Win



Five students who win the draw, their parents and principals will be honoured for helping to improve traffic safety in Calgary.

Win with Design

The most popular poster designs will win a prize, be placed on display and used for future safety campaigns.

Win the Draw

All Kindergarten - Grade 12 students in Calgary can enter. Publicizing this contest as soon as possible allows time for students to create their entries. Posters can be 8.5 x 11 inches to 22 x 28 inches in size, and either horizontal or vertical in format. All poster submissions must include signed paper and online permission forms • Visit tsk.capsc.ca for full contest details • Please submit the first name, last initial, school and grade of every student who has created a poster to trafficposters@capsc.ca to allow those names to be entered in the draw • Submit digital copies of individual entries or the top poster entry for each grade level to tsk.capsc.ca by the deadline indicated on the website. Posters can also be submitted as an individual entry. Questions? Contact us at traffic@capsc.ca.



AWARENESS WEEK



Name: _____ School: _____

E-mail or Phone: _____ Grade: _____

PARENTAL CONSENT: By submitting this poster, I agree to abide by the rules of the contest, and understand that my child's work may be used in future traffic safety awareness events.

Signature: _____ Date: _____



About the Crosswalk Champion Pledge

We challenge all Calgarians to sign this pledge promising to do their part to keep children safe in traffic.

Hosting A Campaign

Raise awareness of school traffic safety in your own community. It's simple!

- Copy and distribute the attached pledges to your school, youth group or community.
- Ask families to return the signed forms.
- Count the number of entries.
- Publish the results at a meeting, assembly, in a newsletter or on your website.
- Be sure to let us know how many signatures you receive.

Please ask your community to visit our website to sign the online form. This allows us to keep track of total signatures in the city.

Questions or comments?
Contact us at traffic@capsc.ca.
We'd love to hear that you are running this event!

The Crosswalk Champion Pledge

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.

SIGNED: _____

DATE: _____

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