



## 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](mailto: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](http://TSK.CAPSC.CA) FOR MORE IDEAS ABOUT SCHOOL TRAFFIC SAFETY.

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