

Slow Down and Buckle Up

Objective

This activity promotes the use of seat belts and awareness of the speed limit in school zones for drivers. The goal is to inform the community about the school zone speed limit, and let them know everyone benefits from road safety.

Materials Needed

- Paper and felt pens
 - High visibility vests
 - Speed board
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How the Activity Works

- Talk to your local police or community policing group about partnering with them to conduct this campaign near your school.
- Book the speed reader board and recruit volunteers to help.
- Create signs with short and impactful messages about seat belt safety and school zone speed limits.
- Use portable radar equipment and an electronic digital board to monitor speeds in neighbourhoods, particularly in the neighbourhood of the school and playground zones
- Give drivers instant feedback on their speed displayed on the reader board as they pass
- During the activity, hold up the signs to reinforce the information drivers are seeing about their speed on the reader board

Experience has shown that more than 70 per cent of drivers who are travelling at least 10 kilometres over the speed limit slow down when they see a speed reader board.

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(Adapted from the Insurance Corporation of British Columbia, www.icbc.com)