



Guidelines for Teachers

The Back to School campaign aims to raise awareness about how vulnerable children are on roads near schools and encourages motorists to slow down. The campaign collateral has a child hanging off a speedometer trying to keep speed down.

Back to School Roadside Campaign

The Travelwise student group stand outside school holding placards to remind drivers that school is back after the holiday break and to look out for children.

WHAT YOU WILL NEED:

- High vis vests for every student and adult participating
- Back to School placards
- Back to School Banner (optional)
- Access to a first aid kit

BEFORE THE EVENT:

- Select the areas around your school you want to target and decide on a safe place to stand
- Select a student to count and record the interactions from the public on the recording sheet (toots, waves, thumbs up etc.)
- Brief students on health and safety issues

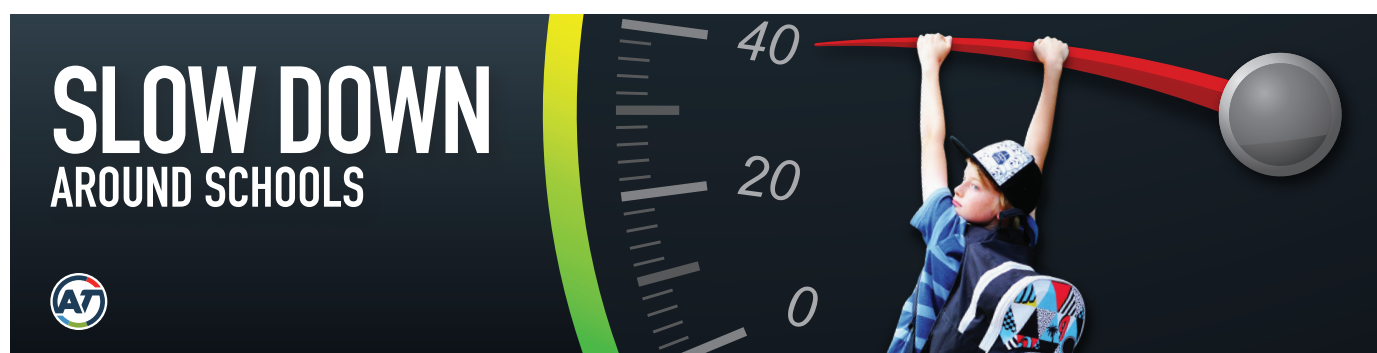


PLEASE REMEMBER:

- Make sure all groups of students are accompanied by an adult
- Make sure the students stand back off the kerb side and remind them to keep back when they creep forward
- Ensure the students are holding the placards still at all times – waving them at the traffic can be distracting for the drivers

COUNTING INTERACTIONS:

- The team count the number of interactions they have with the public in the form of waves, toots and conversations with pedestrians





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Back to School Classroom Campaign

ROAD SAFETY IDEAS FOR WRITING:

- Use our Back to School online tool to create a personal flyer featuring each student. Visit slowdownaroundschools.co.nz
- Save and print out as a postcard or flyer
- Make flyers for the school community using road safety statements
- Make postcards with messages on the back to send home
- Write about keeping safe / safe journeys to school / being a good road user
- Write about yourself: Who am I?
- Write road safety poems
- Create Slow Down Around School Posters.



Ask your Auckland Transport Community Coordinator for a Slow Down Around Schools banner to hang outside your school while you run your campaign.

