

Back to School campaign

Speed plays a big part in crashes and managing it on our roads is crucial to reducing deaths as well as serious injuries. The faster you go, the less time you have to react and stop.

Approach

As children return to school from their term breaks, motorists are reminded to be more vigilant and reduce their speed around schools. Children can be unpredictable and are vulnerable users especially when they've had a break from their routine and their minds are still in holiday mode.

The Back to School campaign aims to raise awareness about how vulnerable children are on roads near schools and encourage motorists to slow down. The campaign portrays speeding cars and drivers around schools as monsters (as seen by children). The campaign features images of terrified kids when they see these monsters approaching.

School community involvement

As a school community, you can get involved in this campaign with your students. Talk to your Community Transport Coordinator to see about using some or all of the following resources at your school.

Back to School banner – 5m long, weatherproof, to be hung on school fence



Back to School placards – A2 size coreflutes, 8 per set, students can stand on the edge of the footpath and hold these signs high before and/or after school to make drivers aware that children are commonly present in your area and school is back in session

Back to School poster with face cutout – A3 size, coreflute or window decal, students can make their own expressions to show how they feel when drivers speed around schools



Back to School postcards – A5 or A6 sizes, blank on one side to allow students to draw or write about why it's important to them that drivers slow down around schools



Back to School newsletter or web banner – jpg image, use one of these images to highlight the importance of slowing down around schools to your school community, they can stand alone or accompany a message from the principal or one of the students

