

## **Driving Safely – Message to Parents**

### **Reasons to be careful in school zones**

When you are driving in school zones, it's important to practice extra caution. Children 10 and under are most at risk for pedestrian related injuries. In Toronto, a child is seriously injured or killed every 17 weeks on their way to or from school. In addition:

- Children have more difficulty determining the direction of sound and judging distance or speed.
- Children are smaller and harder to see on the road, and they cannot see out of the corners of their eyes as well as adults.
- Children do not realize that drivers are paying attention to other things, not just them.
- Children do not understand that it takes longer for drivers to stop on wet or snowy roads.

### **What can drivers do to make school zones safer?**

- When possible, park on a side street or in school designated areas and walk your child to school to avoid adding to the traffic in front of or near the school.
- Stop at crosswalks and intersections. Allow children and other pedestrians to fully cross the road before continuing on.
- Follow the school zones safety rules for your school.
- Enter and exit school zones and driveways slowly and carefully. Watch for children on and near the road in the morning and after school hours.
- Have your child exit the car on the right side nearest to the sidewalk. Staff will direct your child to go directly to the school.
- Always remember the importance of abiding by the posted traffic signs at the school. Cars should not be parking in the bus lanes or behind other parked cars in the lot. This makes it difficult and unsafe for school buses and cars as they try to maneuver around vehicles.
- Do not speed. If traffic in your neighbourhood is too fast, call the police at 416-808-2222.

## For more information:

### Ontario Ministry of Transportation - [www.mto.gov.on.ca/english/safety](http://www.mto.gov.on.ca/english/safety)

□ Information and resources related to safe driving practices, pedestrian safety, car seat safety, school bus safety

### Parachute – <http://www.parachutecanada.org/injury-topics/item/pedestrian-safety-tips>

Tel: 647-776-5100; Toll-free: 1-888-537-7777

□ National, charitable organization dedicated to preventing injuries and saving lives through prevention programming and advocacy

□ Information, resources and workshops on a variety of injury topics (e.g. pedestrian safety, car seat safety, helmets, wheeled activities)

### Toronto Public Health - [www.toronto.ca/health](http://www.toronto.ca/health)

□ See Health Programs & Advice for a list of information and resources. Use search terms such as pedestrian safety, injury prevention, school resources for educators and parents

### Toronto Road Safety - <https://www.toronto.ca/services-payments/streets-parking-transportation/road-safety/>

□ Information and resources related to road safety including Toronto's Vision Zero Road Safety Plan, road safety campaigns that can be used in the community, and the Watch Your Speed Program

## Videos:

### City of Toronto's Pedestrian Safety - <https://youtu.be/R5R1grVFov8>

This video highlights four key messages to keep children safe when walking near traffic.

### Parachute Walk Safe - <https://youtu.be/lbPmc3os0KY>

A short video PSA on how to walk safely on the road and sidewalk.

### Vision Zero: Toronto's Road Safety Plan - <https://youtu.be/HtjflxHbqQ>

This video provides an overview of the Vision Zero Road Safety Plan that focuses on reducing traffic-related fatalities and serious injuries on Toronto's streets. There are six emphasis areas including pedestrians, school children, older adults, cyclists, aggressive and distracted driving, and safety for motorcyclists.