

Media Release
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Back To School Road Safety Advice for Drivers, Parents and Children

The beginning of the school year is a perfect time to re-enforce road safety rules and habits with drivers, parents and children.

Mother of two, business owner and Safety Advisor, Lauren Angove said that parents should take the time to discuss road safety with their kids before they head back to school.

“Over the long Christmas and New Year break children can forget the basic safety rules,” said Mrs Angove.

“Many children are starting school for the first time and they may not be used to interacting with traffic on the roads,” she said.

“Additionally drivers have not had to observe 40km/h zones or deal with school time traffic for many weeks, which may lead to driver complacency over first few days.”

“Potential for driver complacency combined with young excited inexperienced children means that children are at a higher risk of being involved in a pedestrian incident during this time.”

Mrs Angove offered the following advice for maximising child safety on the roads -

- Drivers are reminded to observe 40km/h zones and should check behind their vehicle and reverse out slowly and check footpaths are clear when backing out from driveways.
- Children under 10 should be closely supervised by an adult when walking or riding to school.
- Continually remind children to Stop, Look, Listen & Think – to make sure it is clear or traffic has stopped before crossing the road.
- Encourage discussion with children about what to do if they see an unsafe situation, like findings a safer place to cross if vision is obstructed.
- For children who walk unsupervised, travel the route to school with them beforehand to ensure they know the safest route (safest route will have the least crossings, make use of controlled crossings, use quieter streets and have footpaths)
- Consider personal protective equipment that may be appropriate to maximise child's safety like high visibility vests and safety helmets if riding a bike, scooter or other small wheeled device.

To support Back to School Road Safety, high visibility vests available in several fun designs for children are available at the special price of \$19.95 from www.trollipop.com.au

Living in Doubleview, 36 year old Lauren is a married mother of two boys aged five years and 15 months.

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High resolution images and interviews and available on request.

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