

Road Safety Blitz Events – Elementary Schools

ICBC, North Vancouver RCMP & the North Shore Safety Council (NSSC) have partnered to work with North Shore elementary schools to deliver a fun and engaging educational initiative to generate conversations about road safety in school zones and the broader community.

Local police participate in these road safety blitz's to assist with education and enforcement of the school zones. They will enforce road safety laws and remind drivers of the impacts that their individual actions could have to their community.

How it works:

Once the road safety concerns are determined for your specific school, we will schedule an event at your school that includes police and our community partners. This initiative will address the schools road safety concerns while raising community awareness and educate the students of the importance of being a safe road user. **Events are typically scheduled during either the morning school drop-off or pick up times.**

Participants and Community Stakeholders:

ICBC and NSSC will invite various community stakeholders dependant on the school safety concerns.

Mandatory Participants:

- Police – road safety education & enforcement
- School PAC – to volunteer and assist with all aspects of the event (approx. 2-3 volunteers)
- School Principal/Vice-Principal – to address issues and participate in event, including planning and implementation
- ICBC – Road Safety Coordinator to organize and rollout all details of event
- North Shore Safety Council (NSSC) – to organize and rollout details of the event, as well as provide education and expertise for school crossing guard program services, if required.

Optional Participants:

- Community Police Services – conduct 'speed watch' set up
- Bylaw Services – educate & enforce school zone and parking bylaws
- Engineering Services – to conduct an assessment of the roadways near the school to determine if any improvements can be made to address road safety concerns.
- Other special guests – Mayor, Supt of schools, Supt of police, media etc.

***Note:** community stakeholders will be invited by ICBC and NSSC on an 'as needed' basis, depending on the concerns addressed by the school.



Event Tactics:

Tactics listed below will be determined based on the school's road safety concerns as well as availability of materials.

1. Safety 'walkabout' around school – prior to setting up a road safety blitz event, a meeting will be organized for the school contacts (Principal/Vice Principal and PAC Rep) and relevant community stakeholders to walk around the perimeter of the school to discuss the current road safety concerns, assess the roads and surrounding area challenges etc.
2. Think of Me Cards project – Please find project description and instructions at end of this document.
3. Crossing Guard Program – Please find program description and guidelines at the end of this document.
4. Pedestrian Reflector distribution (ICBC) – to be handed out to students and families that are walking/rolling to school.
5. Messaging & signage – ICBC and NSSC are happy to provide road safety information and various campaign messaging to be shared with the school community via school/PAC newsletters and/or posted on the school website



Requirements and Timeline (Steps):

1. School to reach out to ICBC and/or NSSC by email to express interest in organizing a school road safety blitz.
 - School will provide a list of current road safety issues being experienced around the school perimeter.
 - Please allow approximately 1 month to organize.
2. Meeting (virtual) will be held with ICBC, NSSC and school to discuss school safety concerns and confirm:
 - Need for a road safety event at the school.
 - Event tactics based on school concerns
 - Community /partners stakeholders to invite.
3. An in-person meeting will be set up with NSSC and relevant community stakeholders to walk around the perimeter of the school to discuss the current road safety concerns, assess the roads and surrounding area challenges etc.



4. ICBC and NSSC will work with the school to select a date for a road safety blitz. Once a date is confirmed, ICBC and NSSC will send invitations to the relevant community partners and stakeholders.
5. On the day of the event, all participants will gather at a pre-determined location at the school, approximately 45 minutes prior to the schools first bell.
6. During the event, participants will engage with drivers and pedestrians as they approach the school to educate and draw awareness to road safety around school zones, while reminding everyone the importance of being a safe road user.

Please note: All participants are required to wear a reflective safety vest at all times during the event.

Contacts:

For further information regarding how to organize a road safety blitz for your school, please contact:



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'Think of Me' Card Project

Think of Me, Take a break from your phone

- This is an education/awareness campaign to remind drivers to slow down and don't drive distracted in school zones.
- An engaging initiative for young students and targeting drivers aged 25-55 between 0800 – 1700 hours on school days.

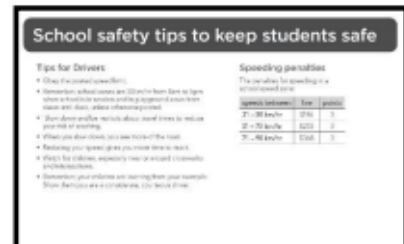
The Ask:

We request the help of your students to help design a one of a kind 'warning ticket' that will be handed out to drivers in the school zone during the morning rush/drop off time. We like to set a goal to have 50 to 100 hundred students in the school create a ticket as the RCMP will hand out as many tickets possible.

Suggested Class Activity:

Start a classwide conversation on Road Safety to help students brainstorm ideas for their artwork.

1. Walk the talk and take students around the school block to give them a sense of the road safety hazards that drivers and pedestrians face every day.
 - ✓ Point out the road signs around a crosswalk, and/or speed limit or 'no parking' signs that drivers follow
 - ✓ Check out ICBC's Road Safety Learning Resources to guide a deeper grade-appropriate discussion.
2. Back inside, have students create artistic road safety messages on the 'Think of Me' cards with the colouring tool of their choice.
 - Explain to students that the cards will be given to ICBC and local police to share/hand out to drivers for educational purposes. *Students can take their art home if they do not want to share it with the public.*



Important Tips for Teachers!

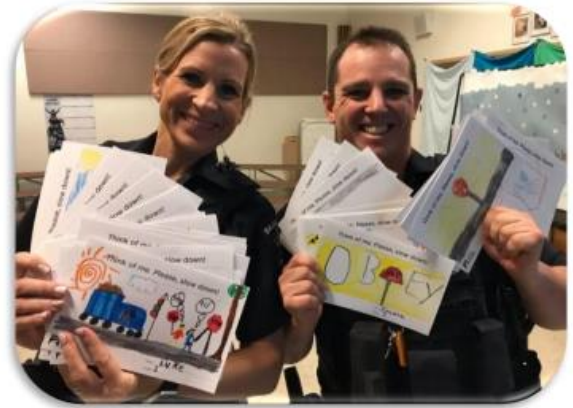
- Make sure students **write their first name ONLY & grade** on the card.
- Have students brainstorm in groups and as a class for different road safety messages to convey to drivers
 - ✓ Slow Down – 30 km/h is the limit
 - ✓ Leave the phone alone while driving
 - ✓ Stop for pedestrians at crosswalks and intersections
 - ✓ Shoulder check for cyclists – don't door me
 - ✓ Do not drive under the influence of drugs or alcohol
 - ✓ Stop both ways for school buses with flashing lights and an extended stop sign

Remind students that bright and bold colors will stand out best from the street!

3. For students who wish to share their work with ICBC, the local police and community:
 - Completed artwork can be collected and returned to the school's point of contact for collection by ICBC.
 - ICBC may choose a few of the school's submitted artwork to enlarge into lawn signs or posters to be displayed around the school drop off area, provided back to the school by ICBC.

Optional Ideas for the Artwork:

1. Not sharing your art? Bring it home to inspire conversation with family about school safety. Notice that on the back of the card there are key messages and a pledge that students can review with parents.
2. Use the art on school social media and the school website – it's a great way to share safety reminders with families.
3. If your school has a youth liaison officer, invite them to be a part of the activity.



For further information or support with your Think of Me project, contact:



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Crossing Guard Program

School Safety Patrol Training

***Please note that Safety Patrol materials and training can be provided by BCAA, however they only provide training to schools with a crosswalk.*

If the school does not qualify for BCAA training, NVSD District OHS Department will cover the costs for the North Shore Safety Council (NSSC) to provide the Student Crossing Guard Training. Other offerings provided by the NSSC will be the responsibility of the schools.

To request services complete the applicable online form. You will receive a response within 72 hours.

- [Student Crossing Guard Program](#) - District funded
- [Drop off zone Valet Training](#) - School/PAC funded
- [Elmer Kindergarten pedestrian safety presentation](#) - School/PAC funded
- [Elmer Kindergarten Bike safety presentation](#) - School/PAC funded

To review all the offerings click [here](#).



North Shore Safety Council

About Us:

The mission of the North Shore Safety Council (NSSC) is to promote Safety Awareness to the citizens of the North Shore; to assist the citizens of the North Shore to minimize or prevent injuries at work, home or in their leisure activities; to provide safety awareness and educational training, to work with and through local services and agencies.

Our objective is:

- To promote accident prevention and safety generally;
- To carry out educational programs and make public presentations;
- To provide advice and make recommendations to industrial, commercial or government bodies.

Educationally, the North Shore Safety Council teaches pedestrian and cycle safety to over 1,000 North Shore children in preschool and primary grades per year, and, by extension, their families. We collaborate with other agencies (school districts, private schools and Vancouver Coastal Health, North Shore) to present age-appropriate materials for older children and youth and therefore are an essential component to developing life-long healthy attitudes.

As an advisory body, the North Shore Safety Council acts as a hub for communication and as a sounding board on safety. The Safety Council meets eight times per year with departmental staff from all three North Shore municipalities, including Streets/Traffic, police, bylaw, and fire.

Meetings are also attended by representatives from Vancouver Coastal Health, Workers Compensation, ICBC, and School Districts 44 and 45.

We are a non-profit, volunteer run board of directors and the cost of the programs are simply for staff. Our program development and materials are funded through local grants.

Contact us by email – kulvirm@gmail.com

Student Crossing Guard Training

Student Crossing Guard Training 1:30 hours - 30 mins in class, 1 hour practice - \$45

- For students and adult supervisors (staff or parents)
- Waiver provided
- In class - video, safety procedures, roles & responsibilities
- Practice - on the street with volunteer drivers
- Can be completed before, after or during school hours
- Upon completion student receives a Certificate of Competition

Required:

- Facilitation space for 30 mins
 - Projector & Screen
 - Volunteer drivers (normally the adult supervisors)
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For further information or support with the crossing guard program contact:



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