

**AUGUST 31, 2023**

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## **BACK-TO-SCHOOL ROAD SAFETY REMINDER**

### **Help keep children safe on roadways and in school zones.**

The start of a new school year is just around the corner. It's a busy, exciting time, bringing with it increased traffic on roadways, sidewalks, and crosswalks as schoolchildren return to the classroom.

The City of Campbell River (the City) is reminding residents to watch out for children travelling to and from school starting Tuesday, September 5, 2023.

*"While children and parents are excited about back-to-school time, it's important for us all to be safe on roads and pathways," says Melissa Heidema, the City's Transportation Specialist. "Slow down, pay attention, and leave the phone alone so all children can get to school safely, whether they are walking, rolling, biking, bussing or being driven. Thank you for helping to keep our community safe."*

### **How You Can Help**

Motorists and cyclists are encouraged to be watchful, follow speed limits, and avoid distractions. Parents and caregivers can help by teaching children about road safety. Here are a few road safety tips to keep in mind:

- **Follow the 30 km/h speed limit in school zones** from 8 a.m. to 5 p.m. every school day, unless otherwise posted.
- **Walk young children to school** for at least the first week to ensure they follow a safe route.
- **Accompany children** who are taking new routes or attending new schools.
- **Teach children to cross the street** at an intersection and use routes with school crossing guards.
- **Leave your phone alone** by letting calls go to voicemail and ignoring text messages while driving.
- **Remember—using a phone at a stoplight is prohibited.**

More back-to-school road-safety tips are available on the Insurance Corporation of British Columbia's website: [icbc.com/road-safety/teaching/Pages/road-safety-for-your-kids.aspx](https://www.icbc.com/road-safety/teaching/Pages/road-safety-for-your-kids.aspx).

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