



## GO BIG OR GO HOME – Seatbelts

### Activities

#### *SLOW DOWN AND BUCKLE UP*

##### **OBJECTIVE**

This activity promotes the use of seatbelts and awareness of the speed limit in school zones for drivers. The goal is to inform the community about the school zone speed limit, and let them know everyone benefits from road safety.

##### **MATERIALS NEEDED**

- Paper and felt pens
- High visibility vests
- Speed board

##### **HOW THE ACTIVITY WORKS**

Local police and community policing volunteers use portable radar equipment and electronic digital board to monitor speeds in neighborhoods, particularly school and playground zones. Drivers get instant feedback on their speed displayed on the reader-board as they pass. Experience has shown that more than 70 per cent of drivers who are traveling 10km/h over the speed limit slow down when they see a speed-reader board.

Talk to your local police or community policing group about partnering with them to conduct this campaign near your school. Book the speed reader board and recruit volunteers to help. Create signs with short and impactful messages about seatbelt safety and school zone speed limits. During the activity, which should ideally take place at a time when drivers are traveling to and from school or work, volunteers can hold up the signs to reinforce the information drivers are seeing about their speed on the reader board.