

AUGUST 30, 2024

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 3, 2024.

"It's back-to-school time, which means you can expect more traffic and kids on our roads," says Melissa Heidema, the City's Transportation Specialist. "Whether kids are walking, rolling, cycling, busing or being driven to school, please take the time to slow down and pay attention in school zones. We can all play a part in helping everyone get to school safely."

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 kilometre per hour 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.
- **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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