STOP ON RED
National School Bus Safety Week:
October 16-20, 2017

TOOLKIT

Learn more about school bus safety:
www.atso.com/NSBSW-2017

Use the hashtag #NSBSW2017 to spread the message!
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Issue a News Release

Spread the news about National School Bus Safety Week to promote safe driving in your community. You can announce your partnership with American Traffic Solutions and other safety organizations in your community.

- Issue a news release to remind your community that safe driving saves lives
- Publish data and statistics on school bus stop arm running in your community, including crash data, injury rates and violation rate (search NASDPTS data) on your social media account, website, on relevant community sites and community boards

Submit Story Ideas for Print or TV

Submit a short pitch letter, a letter to the editor, Op-ed or article promoting School Bus Safety Week. You can emphasize how school bus safety is important for child, family and community safety. This can include examples of how your local school bus stop arm program is reducing violations and crashes. Consider sending this information to:

- Local newspapers and community newsletters (print and online)
- Local safety groups for publication in employee newsletters or safety programs
- Internal employee newsletters/updates
- Journalists, encouraging them to ride along with police officers as they make traffic stops or work an intersection crash (if permitted in your area)
- Local school bus safety advocates, encouraging them to write letters to the editor in support of school safety so your community understands that stop arm runners can cause devastating and life-altering crashes

Sample Pitch:

Hello (name):

Nearly 107,000 school bus drivers counted 78,239 vehicles as they illegally passed their stopped school buses in a single day. Over 20 percent of the nation’s school bus drivers participated in NASDPTS’ one-day survey. Bus drivers sample results in 30 states and the District of Columbia amount to more than 14 million illegal maneuvers in a typical 180-day school year.

This week is National School Bus Safety Week, which is devoted to raising awareness about the importance of school bus safety.

Are you interested in covering the dangers of school bus stop arm running and ways organizations like ours are working to promote School Bus Safety Week?

Thank you,
(Name)

Television/Radio Interviews

Coordinate with a local television or news radio station to have a segment on school bus safety. You can:

- Encourage radio and TV stations to promote School Bus Safety, with stories featuring live broadcasts from school bus yards, a school drop off location or on a school bus route drop off or pick up location.
- Provide statistics showing the reductions in violations, crashes and injuries as result of school bus stop arm safety camera programs (contact your local law enforcement or visit: www.atsol.com/nsbsw-2017 to obtain this data).
- Encourage journalists to ride along with police officers as they follow school buses on their routes to pick up and drop off children from school (if permitted in your area).

Join the Conversation on Social Media

- Incorporate a customized graphic acknowledging your support for School Bus Safety Week into your community or organization website, project page and email signature. Click here to download
- Graphics to your website and social media to encourage others to share
- Encourage audience/followers to use the National School Bus Safety Week (#NSBSW2017) hashtag and graphics on social media!
This template is provided to help you communicate about National School Bus Safety Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

NATIONAL SCHOOL BUS SAFETY WEEK 2017

School Contact:
Phone:
Email:

FOR IMMEDIATE RELEASE

CITY/STATE – (Insert School District) supports this year’s National School Bus Safety Week and its important message for drivers to treat school buses loading and unloading children as a “Bully Free Zone.” This year’s annual campaign, which emphasizes safe driving behavior, will take place Oct. 16-20.

“National School Bus Safety Week is a prime opportunity to remind drivers to obey traffic laws around school buses. Our children are most vulnerable when boarding or disembarking their school bus, which is why drivers are required to stop,” said XXX, Superintendent. “Each day, our children’s safety is our top concern. Please inform your friends and family of this important initiative and remember, At my Stop, you Stop!”

Seven years of annual survey results by the National Association of State Directors of Pupil Transportation Services show drivers routinely ignore school bus stop arm signs. In a single day during the 2016-17 school year, nearly 107,000 school bus drivers in 30 states counted more than 78,000 vehicles illegally passing their stopped school buses. Stretched out over a full school year, this one day count amounts to more than 14 million illegal maneuvers nationwide.

(If applicable) To address this growing problem, (School District) has partnered with American Traffic Solutions (ATS) to deploy CrossingGuard®, a school bus stop arm technology that mounts purpose-built cameras on the side of the school bus. When the stop arm is deployed, the camera automatically detects a vehicle illegally passing the stop arm in either direction and captures video of the violation and still images of a vehicle’s license plate. The violation video and license plate images are then reviewed by (ISSUING AUTHORITY) for approval prior to a citation being issued.

Typically, 99 percent of drivers who receive one ticket for illegally passing a school bus have not received a second violation, according to ATS data. Such results indicate school bus safety cameras are changing driver behavior.

“We have a profound obligation to ensure that all our students arrive to school safely,” said XXX, Superintendent. “Join us in recognizing National School Bus Safety Week by being safe around school buses, each and every day.”
SUNDAY, OCTOBER 15

Tomorrow kicks off #NationalSchoolBusSafetyWeek! ATS will be sharing #StopArmSafety tips and statistics to highlight the dangers of school bus stop arm running throughout the week. Help us spread awareness, visit www.atsol.com/nsbsw-2017 for tools to share and use #NSBSW2017


Like stopping for a red light, stopping for a school bus while students load or unload is a fundamental rule of driving. Drivers need to remember that children are counting on them to honor the rules of road. With a new school year under way, all drivers should refresh their understanding of local traffic laws concerning school buses. Check out these school bus safety tips to keep kids safe while traveling to and from school! #StopArmSafety #NSBSW2017

Follow these #SchoolBusSafetyTips to keep kids safe around the school bus. #NSBSW2017

STOP! American drivers illegally passed school buses 14 million times in 2017. On average, roughly 8 kids a year are killed by drivers who ignore school bus stop signs. www.atsol.com/nsbsw-2017 #NSBSW2017

Drivers illegally passed school buses 14 Mil times in 2017. On avg, that’s 8 kids a year. #NSBSW2017 www.atsol.com/nsbsw-2017

In 2017, an estimated 14 million drivers illegally passed school buses across the country.

#NSBSW2017

In 2017, an estimated 14 million drivers illegally passed school buses across the country.

School Bus Safety Tips:

How motorists can keep kids safe around the school bus:

- When driving in neighborhoods with bus stops, schools and school zones, watch out for children walking or bicycling to school.
- Slow down. Look for children walking in the street, especially if there are no sidewalks in the neighborhood.
- Remember, children do not easily estimate vehicle speeds and often misjudge when it is safe to cross the street when a vehicle is approaching.
- Learn and obey the school bus laws in your state. Obey the flashing signal light system; that school bus drivers use to alert motorists of pending actions.
- Yellow flashing lights indicate that the bus is preparing to stop to load or unload children. Motorists must slow down and prepare to stop their vehicles.
- Red flashing lights and extended stop arms indicate that the bus has stopped, and that children are getting on or off. Motorists must stop their cars and wait until the red lights stop flashing. The extended stop sign is withdrawn, and the bus begins moving before they can start driving again.

National School Bus Safety Week: October 16-20, 2017. #NSBSW2017
MONDAY, OCTOBER 16

The dangers of illegally passing a school bus are real and this week is about educating motorists and children about the importance of #StopArmSafety. Check back all week for tips and stats! Share this graphic using #NSBSW2017 to join the convo!

We support #NSBSW2017! Share this graphic and use the hashtag to show your support! #StopArmSafety

Driving around a stopped school bus is not only dangerous, but against the law! Learn how school bus stop arm safety cameras work to keep our kids safe #StopArmSafety #NSBSW2017

School bus stop arm cameras protect children from reckless drivers who fail to stop for school buses. Learn more: #StopArmSafety #NSBSW2017

TUESDAY, OCTOBER 17

During the 2016/17 school year, 99% of drivers who received one ticket for passing a school bus with its stop arm extended did not receive a second violation. #NSBSW2017

99% of drivers who received 1 stop arm citation did not receive a 2nd. #NSBSW2017
TUESDAY, OCTOBER 17

Most school bus stop arm violations occur between 2-5pm making it the worst time for school bus stop arm running! Follow #NSBSW2017 and spread the message to keep our children safe as they head to and from school!

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WEDNESDAY, OCTOBER 18

VIDEO: ATS partnered with the multitalented Mommy blogger, rapper and YouTube sensation Deva Dalporto, MyLifeSuckers to release a back-to-school safety parody video titled “Bus, Don’t Move,” sang to the tune of Young MC’s “Bust A Move.” The spoof spotlights the need for parents and drivers to be attentive and careful in school zones and around school buses as students return to school. Check it out here and share to spread the message this #NSBSW2017 #BusDontMove www.atsol.com/bus-dont-move-parody

VIDEO: #BusDontMove highlights importance of #StopArmSafety www.atsol.com/bus-dont-move-parody #NSBSW2017

Do you #KnowTheLaw for school buses in your state? Here are the laws for TX #NSBSW2017

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Most stop arm violations occur on Wednesday’s. Get the facts! Follow #NSBSW2017

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Do you #KnowTheLaw for school buses in your state? Here are the laws for VA #NSBSW2017

Do you #KnowTheLaw for school buses in your state? Here are the laws for VA #NSBSW2017

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THURSDAY, OCTOBER 19

Over 57K stop arm violations were issued to drivers for running the school bus stop arm during the 2016/17 school year! Get the facts this #NSBSW2017

+57K stop arm vio’s issued to drivers during the 2016/17 school year! Get the facts #NSBSW2017 #StopArmSafety

FRIDAY, OCTOBER 20

Today is the last day of #NationalSchoolBusSafetyWeek! We hope you found this week’s info helpful! Please help us continue to keep our children safe all school year long by spreading the word using #StopArmSafety

Today is the last day of #NSBSW2017! We hope you found the info helpful! Keep our children safe all school year long, follow #StopArmSafety

Here are the states that currently have school bus stop arm legislation. Legislation allows the use of school bus stop arm safety cameras to keep our kids safe. Always stop for the school bus stop arm. #StopArmSafety #NSBSW2017

Here are the states that currently have school bus stop arm legislation. #NSBSW2017
Help us promote National School Bus Safety Week by changing your Facebook or Twitter cover image to promote School Bus Safety.

Visit [www.atsol.com/nsbsw-2017](http://www.atsol.com/nsbsw-2017) to embed on your blog and sites or share on Facebook and Twitter.

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**2016/2017 SCHOOL YEAR**

**SCHOOL BUS STOP ARM REPORT CARD**

**THE PROBLEM:**

Drivers Illegally Passing Stopped School Buses

- In 2017, an estimated 14 million drivers illegally passed school buses across the country.
- 59% of violations occur between 2PM-5PM, making it the worst time for school bus stop arm running.
- The most violations occur on Wednesday’s.

Nearly 307,000 school bus drivers reported that 78,239 vehicles passed their buses illegally on a single day during the 2016-17 school year.

**THE SOLUTION:**

CrossingGuard® School Bus Stop Arm Enforcement

- 99% of drivers who received and paid one ticket for illegally passing a school bus DID NOT receive a second.
- 57,661 violations were issued to drivers for running the school bus stop arm during the 2016-17 school year.

States with School Bus Stop Arm Legislation

States with School Bus Stop Arm Legislation

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**School Bus Safety Tips:**

- Horns, lights, and slow down. Always make sure the bus has stopped, put on the red lights, stop arm, and slow to a complete stop before proceeding.

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[CrossingGuard](http://www.atsol.com/nasbws-2017)
Thank you for your support of American Traffic Solutions and all your work to make our roads safer.