

2008 Slow Down Yard Sign Campaign

Safe Communities

April 16-25, 2008

Sample Weekly/Newsletter Article for Slow Down Yard Sign Campaign

_____ Neighborhood Association OR _____ Police Department to Participate in Safe Communities "Slow Down" Campaign.

School is out soon! Safe Communities, in partnership _____ (your organization's name), is conducting a "Slow Down Campaign." As part of this campaign, over 2,000 yard signs will pop up in yards across Dane County reminding motorists to "Slow Down, Watch for Kids."

We all need to slow down when children are present, because the faster vehicles travel, the more likely crashes are to occur and the more severe injuries will be. Children are especially vulnerable due to their smaller stature.

If a child pedestrian is hit by a car traveling at 20 mph, 5% are killed, most injuries are slight, and 30% suffer no injuries at all. At 30 mph, 45% are KILLED and many are injured. At 40 mph, 85% ARE KILLED.

According to the National SAFE KIDS Campaign, pedestrian injuries are the second leading cause of unintentional injury-related death among children ages 5 to 14. Each year in the United States, nearly 900 children ages 14 and under die from pedestrian injuries and another 24,000 are injured in traffic-related crashes.

When child pedestrians are hit by cars, it's usually as they dart out between cars mid-block. Please drive slowly and be on the lookout for kids!

Would you like to post yard signs on your street, or help organize this effort? If so, please contact _____ at _____ (phone.)

NOTE: Please include a contact number for someone from your organization in the news release, rather than publishing the Safe Communities number. We will supply the signs to your neighborhood or police department, and ask that you distribute them locally.