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Phone: (720) 874-4165

## **MEDIA RELEASE**

# **SHERIFF ANNOUNCES BACK TO SCHOOL TRAFFIC SAFETY CAMPAIGN**

In a continuing effort to ensure traffic safety through education and enforcement, the Arapahoe County Sheriff's Office will initiate a "Back to School Traffic Safety Campaign." The traffic safety effort is designed to educate motorists, parents and children regarding accident prevention and safe pedestrian movement. The traffic safety effort will focus on motorists who illegally pass school busses, speed in school zones, fail to wear or ensure that their children wear safety belts and those who commit other unsafe driving actions in and around the schools of our community. The Sheriff's Office traffic safety effort will be accomplished by assigning additional deputies to traffic education/enforcement responsibilities while school is in session.

The Back to School Traffic Safety Campaign will begin on Thursday, August 18, 2005 and continue until Friday, August 26, 2005. These dates coincide with school openings, as Littleton Public Schools begin school on Thursday, August 18, 2005, while Cherry Creek Schools begin August 22, 2005.

In addition to the Sheriff's Office highly visible education/enforcement efforts, variable message signs will be utilized to advise motorists of the fact that schools are now in session, which will result in an increased number of children moving to and from area schools.

The beginning of the school year is a time when children are at an increased risk of transportation related injuries. The increased risk is due to the fact that there are many more children on the road each morning and afternoon combined with changed driving patterns and shorter daylight hours. The Arapahoe County Sheriff's Office is asking motorists, parents, and students to practice safe driving and pedestrian habits.

(more)

**Tips for Motorists:**

- Slow down and obey all traffic laws and speed limits.
- Always stop for a school bus that has stopped to load/unload children.
- Be alert and ready to stop. Watch for children, especially where there are no sidewalks.

**Tips for Parents:**

- Help children learn and practice the safety rules for walking, bicycling or riding in a passenger car, or school bus.
- Supervise young children as they are walking or biking to school.
- Be a good role model. Always buckle up and follow pedestrian safety rules.

**Tips for Students:**

- REMEMBER to always buckle up when riding in a car.
- Always ride in the back seat. It's the safest place for young people.
- Always wear a helmet and follow safety rules when riding your bike.
- If you ride a school bus, learn and practice the safety rules for waiting at the bus stop, getting on and off the bus, and riding the bus.
- If you walk to school, learn and practice the safety rules for pedestrians. Always cross at crosswalks, look both ways for on-coming traffic, obey all traffic signs, traffic lights and crossing guard's instructions.

For further information, please contact Sheriff Grayson Robinson at 720-874-4165.

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