NATIONAL SCHOOL BUS SAFETY WEEK
October 17-21

TOOLKIT

Use the hashtag #NSBSW to spread the message!

Learn more about school bus safety:
www.atsol.com/NSBSW-2016
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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):*

More than 96,000 school bus drivers counted 74,421 vehicles as they illegally passed their stopped school buses in a single day. One out of every 58 violations reported occurred on the right-hand side of the bus where students use the door to load and unload. These one-day violations reported to NASDPTS from bus drivers in 33 states and the District of Columbia amount to more than 13 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-2016](http://www.atsol.com/NSBSW-2016) 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](http://www.atsol.com/NSBSW-2016) 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 (NSBSW) hashtag and graphics on social media!
This template is provided to help you communicate about 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 2016

Logo

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. 17-21.

“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!”

Six 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 in 2016, more than 96,000 school bus drivers in 33 states counted nearly 75,000 vehicles illegally passing their stopped school buses. One out of every 58 violations occurred on the right-hand side of the bus. Stretched out over a full school year, this one day count amounts to more than 13 million illegal maneuvers nationwide.

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.”
This template is provided to help you communicate about Stop on Red 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.

SUNDAY, OCTOBER 16
Tomorrow kicks off NationalSchoolBusSafetyWeek! We will be sharing StopArmSafety tips and statistics to highlight the dangers of school bus stop arm running throughout the week. Help us spread the awareness about this week by using #NSBSW

School Bus Safety Week starts 2moro! Follow us all week for StopArmSafety tips & stop arm running statistics. Join the convo #NSBSW

MONDAY, OCTOBER 17
Driving around a stopped school bus is not only dangerous, but against the law! Keep our kids safe by stopping behind the stop arm! #StopArmSafety #NSBSW

School bus stop arm cameras protect children from reckless drivers who fail to stop for school buses. Learn more: www.atsol.com/nsbsw-2016. #StopArmSafety #NSBSW

TUESDAY, OCTOBER 18
ATS CrossingGuard Report found a 43% decrease in the number of violations issued per bus per month from the first to last month of the 2015-2016 school year. #NSBSW

ATS CG Report: 43% decrease in # of violations issued per bus per month for the 2015-2016 school year. #NSBSW

Most school bus stop arm violations occur between 4-5pm making it the worst time for school bus stop arm running! Follow #NSBSW and spread the message to keep our children safe as they head to and from school!
**WEDNESDAY, OCTOBER 19**

**VIDEO:** Mommy blogger, rapper and YouTube sensation Deva Dalporto, MyLifeSuckers back-to-school safety parody video titled “Bus, Don’t Move,” sang to the tune of Young MC’s “Bust A Move,” 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 #NSBSW #BusDontMove: www.atsol.com/bus-dont-move-parody

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

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

Most stop arm violations occur on Tuesday’s and Wednesday’s. Get the facts this #NSBSW

**FRIDAY OCTOBER 21**

STOP! American drivers illegally passed school buses 13 million times last year. On average, roughly 8 kids a year are killed by drivers who ignore school bus stop signs: http://crossing-guard.com/ #NSBSW

Drivers illegally passed school buses +13Mil times in 2015. On avg, 8 kids a year are killed by drivers who ignore the stop arm. #NSBSW http://crossing-guard.com/

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 #NSBSW! We hope you found the info helpful! Keep our children safe all school year long, follow #StopArmSafety!

**THURSDAY OCTOBER 20**

ATS’ CG Report shows over 30K stop arm violations were issued to drivers for running the school bus stop arm during the 2015/16 school year! Get the facts this #NSBSW

ATS CG Report: +30K stop arm vio’s issued to drivers during the 2015/16 school year! Get the facts #NSBSW #StopArmSafety

30,279 violations were issued to drivers for running the school bus stop arm during the 2015/16 school year. #NSBSW
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-2016](http://www.atsol.com/NSBSW-2016) to embed on your blog and sites or share on Facebook and Twitter.
TEXAS
Know the Law

Two-lane roadway
When a school bus stops for passengers, all traffic from both directions must stop.

Four-lane to six-lane roadway without a median separation
When a school bus stops for passengers, traffic from both directions must stop.

Divided highway of four lanes or more with a median separation
When a school bus stops for passengers, only traffic following the bus must stop.

A roadway with two-lanes, four-lanes or more with a center turning lane
When a school bus stops for passengers, all traffic from both directions must stop.

GEORGIA
Know the Law

Two-lane roadway
When a school bus stops for passengers, all traffic from both directions must stop.

Four-lane roadway without a median separation
When a school bus stops for passengers, all traffic from both directions must stop.

Divided highway of four lanes or more with a median separation
When a school bus stops for passengers, only traffic following the bus must stop.

A roadway with two-lanes, four-lanes or more with a center turning lane
When a school bus stops for passengers, all traffic from both directions must stop.

VIRGINIA
Know the Law

Two-lane roadway
When a school bus stops for passengers, all traffic from both directions must stop.

Four-lane roadway without a median separation
When a school bus stops for passengers, all traffic from both directions must stop.

Divided highway of four lanes or more with a median separation
When a school bus stops for passengers, only traffic following the bus must stop.

A roadway with two-lanes, four-lanes or more with a center turning lane
When a school bus stops for passengers, all traffic from both directions must stop.

#NSBSW

American Traffic Solutions
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+Atsol
Facebook: @ATSSolutions
ATSRoadSafety

Thank you for your support of American Traffic Solutions and all your work to make our roads safer.