



# SHIFT BRIEFING



## DRIVER AWARENESS REMINDER FOR THE NEW SCHOOL YEAR

The new school year will be starting *INSERT YOUR DATE HERE*. Now would be a good time to remind everyone of some things that come with the new school year.

- Younger children are more likely to be excited to see their friends, meet their new teachers, and get their seats in freshly decorated classrooms. Younger children are also more likely to make mistakes around roads.
- Many children will be starting new schools.
  - They will be learning new walking paths, either to the school or to a bus stop
  - They may not have given themselves enough time on the new route and will be hurrying.
  - Their parents will be learning new driving patterns at an unfamiliar school.
- Older, high school children may be driving their cars to school for the first time, also struggling with new traffic routes, congested school zones, and even more congested and confusing parking lots.
- Some schools have made adjustments to their drop-off or pick-up zones. School crossing guard posts may have been changed to meet demands.
- All of this can have a ripple effect on other drivers who will be coping with the actions, inactions, or bad actions of children and drivers.
- **Add anything else that may have occurred in your area that affects walking paths or traffic patterns around schools.**
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Let's take this opportunity to remind everyone to be especially aware as they operate their personal vehicles and work vehicles. The next couple of weeks can be challenging. Please remember to:

- Watch your speed. A couple of mph faster will not make a real difference in your arrival time
- Scan sidewalks and parked cars for signs of movement
- Keep a safe following distance. Even if you anticipated something, the driver in front of you may not be as alert as you are. Be particularly alert at intersections.
- Practice 'covering your brake' when called for.

***ASK: Who Remembers What 'Cover Your Brake' Refers To?***