

KEEP KIDS ALIVE DRIVE 25® Back-to-School Safety Campaign Ideas

- Bike Montclair and Wayne Township (NJ) each sponsored a **KEEP KIDS ALIVE DRIVE 25® Poster Contest** for students. Contact Tom@kkad25 for details on how to sponsor a contest in your community.
- Local businesses can sponsor **KEEP KIDS ALIVE DRIVE 25® Community Start-up Kits** to distribute through School PTA/PTO groups to help initiate the campaign. View the Start-up Kit at: http://www.keepkidsalivedrive25.org/products/kits/kka7000/Startup_Kit.pdf
- Present a **KEEP KIDS ALIVE DRIVE 25®** key chain to new drivers upon receiving their drivers license. Offer these same key chains to participants in defensive driving courses.
- In Omaha, the Safety and Health Council adopted **KKAD25®** as their back-to-school safety campaign. The campaign kicked off with a rally at a local elementary school where 100 children paraded around the parking lot with **KKAD25®** yard signs (minus the sign stakes - we wanted to promote safety, not have anyone lose eyesight!). Local media covered the event.
- In Kirkland, WA, the city marked the safe walk to school routes with **KKAD25®** yard signs to mark the beginning of the school year.
- In Arapahoe, NE and Florence, AL, **KKAD25®** street signs were erected in neighborhoods surrounding school zones to alert motorists to be more cautious before actually entering these zones. The campaign in Florence expanded when neighborhood association also began erecting **KKAD25®** street signs (paid for by residents). A neighborhood in Wichita, KS has also implemented this approach. Arapahoe expanded their efforts by erecting additional **KKAD25®** street signs the next year.

A suggestion would be to incorporate elements of the above to launch a comprehensive effort. For example:

- Stage a Kick-off rally with the yard signs at a local school or schools.
- Then distribute signs to neighbors living along routes to school to mark the safe routes to school (neighbors would volunteer to erect signs in their yards).
- Reinforce by erecting street signs in neighborhoods which surround school zones (solicit cooperation of neighborhood associations and local businesses to help cover the cost of signs - in Adams, NE, 13 local businesses chipped in to cover cost of street signs. This could be complemented by grant funds. In Lincoln, NE, neighborhoods applied for Neighborhood Watch grants to initiate a **KKAD25®** campaign.)
- Invite local radio stations to run **KKAD25®** public service announcements. E-mail Tom@kkad25.org for details.

More ideas on reverse side.

Keep Kids Alive Drive 25® -A Non-Profit Organization 501(c)(3)
P.O. BOX 45563 Omaha, NE 68145-0563 (402) 334-1391
www.keepkidsalivedrive25.org

School Ideas Continued...

- Neighborhood organizations can donate **KKAD25®** yard signs to local schools. Schools loan signs to students' families who place them in yards along routes to school. This creates awareness for all along the route. Signs can also pop up in different parts of the neighborhood so they don't become static and unobserved. It will also provide a sense of ownership and pride to the child who gets to "adopt" the sign for the week.
- Scout troops/packs in have taken on **KKAD25®** as a community service project.
- Use **KEEP KIDS ALIVE DRIVE 25®** as an educational fundraiser with community impact. **KEEP KIDS ALIVE DRIVE 25®** products can be sold to get the message out to the community, while at the same time raising funds for school needs.
- Place the **KEEP KIDS ALIVE DRIVE 25®** on mouse pads, rulers, etc. to keep the message in front of children and teenagers as they grow. One PTA has given every student a **KEEP KIDS ALIVE DRIVE 25®** pencil simply to plant a seed of awareness. The City of Walkersville, MD is passing out static window stickers to parents of all elementary school children.
- City Council working with local PTAs to seed the campaign in neighborhoods adjacent to schools.
- Add **KEEP KIDS ALIVE DRIVE 25®** street signs or decals to digital display radar trailers in and around school zones. (Some communities are already doing this.)
- Student Council getting involved in introducing **KEEP KIDS ALIVE DRIVE 25®** to the community as well as to peers within the high school.
- Future Business Leaders of America groups in high schools setting up a business to sell **KEEP KIDS ALIVE DRIVE 25®** products to community sponsors (civic groups, businesses, neighborhood associations, etc.) in order to introduce the campaign to the community.
- A high school in St. Louis, MO is giving each student a **KEEP KIDS ALIVE DRIVE 25®** static cling window decal along with their parking permit.
- Traffic Safety Public Service Announcements are available through **KEEP KIDS ALIVE DRIVE 25®** for use in School and Community newsletters. Please contact us at (402) 334-1391 or at Tom@kkad25.org for more information.
- Escondido, CA posted a **KEEP KIDS ALIVE DRIVE 25®** street sign at the exit driveway of all elementary schools as a reminder to drivers as they head into neighborhoods.
- The PTA at Fullerton Elementary School in Omaha does a Spring Festival fund-raiser to benefit the safety patrol.
- Harrison Elementary PTA along with 2 other area schools in Omaha distribute **KEEP KIDS ALIVE DRIVE 25®** trash can decals to school families to get the message curbside. 2 PTOs at schools in Shrewsbury New Jersey have sent home a decal for each family to affix to their trash can.

For more information, please contact: Tom Everson, **Keep Kids Alive Drive 25®**, 402-334-1391 or Tom@kkad25.org