



STOP! TAKE 3 TO SEE® is designed to educate motorists about the correct way to observe **STOP** signs and to teach children how to safely cross the street. The campaign can also be integrated into railroad crossing education initiatives. The steps are as follows:

How To Cross the Street Safely

STOP! TAKE 3 TO SEE®

1. Look for the nearest crosswalk if there is one.
2. Stop at the curb. Then look left, look right, and then look left again to make sure all is clear before proceeding.
3. If a car is present, be sure to make eye contact with the driver and make sure the car stops to let you cross.

How to Honor a Stop Sign or a Railroad Crossing without a signal

STOP! TAKE 3 TO SEE®

1. Come to a full and complete stop.
2. Look left. Look right. Look left again to make sure all is clear before proceeding.
3. Look for pedestrians/bicyclists and wave them through until they are safely across the street before proceeding.

NOTE: Bus drivers can also utilize STOP! TAKE 3 TO SEE® to make sure the coast is totally clear after dropping students off.

FOCUS ON DATA - STOP! TAKE 3 TO SEE®/STOP MEANS STOP®

The National Safe Kids Campaign issued a study conducted in partnership with FedEx Express on observance of Stop Signs (2003). In part, findings include:

- More than a third (37 percent) of motorists rolled through stop signs at intersections and nearly a tenth (7 percent) did not even slow down before the stop sign.
- At intersections with marked crosswalks, one quarter (25 percent) of vehicles stopped in or past the crosswalks.
- When only child pedestrians were present, nearly a third (32 percent) of motorists violated the stop signs.
- At intersections where pedestrians were crossing, nearly a quarter (24 percent) of drivers did not come to a complete stop.
- Each year, stop sign violations are associated with approximately 200 fatal crashes and 17,000 non-fatal injury crashes. Children are at risk of injury when stop sign and pedestrian right-of-way laws are violated.”

DARE TO CARE! STOP! TAKE 3 TO SEE®