



## A Revolutionary New Idea to Reduce Fatalities When Loading & Unloading Students

The Kansas Dept of Education has tracked Danger Zone fatalities for over 50 years. Let's look at the last twenty years:

Ten Years - From 2000/01 to 2009/2010: 118 fatalities (11.8 AVG)

Ten Years - From 2010/11 to 2019/2020: 68 fatalities (6.8 AVG)

The ten-year average number of loading and unloading child tragedies has reduced from 11.8 fatalities each year to 6.8. This is a reduction of five lives each year. Over the ten years, this is 50 children's lives saved. How has our industry achieved this? We think there are four reasons:

1. Greater use of crossing gates
2. Reduced crossovers
3. Improved driver training
4. Greater focus on preventing these accidents by school districts.

What can we do to keep reducing these tragedies? Even one child killed is one too many.

### **So, here is the new idea:**

We need to do a better job at teaching the children safe practices around the school bus.

The School Bus Safety Company (SBSC) has a revolutionary new idea. Let's get the parents involved in teaching the children the safe behaviors around a school bus.

SBSC has created a number of programs to teach the students school bus safety and these are available from a web-based Student Portal. This portal contains the following programs aimed directly at the students:

#### Student Safety Programs

Pre K to Grade 2 - School Bus Safety Patrol (real people) & My First Day (Animation)

Grades 3 to 5 - The Magic Tent

Grades 6 and above - Just the Facts

Once the school district has this student portal, they can e-mail the link to all the parents in the district and request that the parents present these programs to their child. The most important are children in the Pre-K to Grade 2 age range as they have by far the greatest number of fatal accidents.

The parent can present the programs to their own child and add their reinforcement for the safe behaviors. This is to just one child, not 30 or more and is far more likely to shape the child's safe behaviors. And, they can be presented multiple times during the year. SBSC will allow districts to share the portal containing these four programs with every parent in their district for a very low cost. For example, a district with 20 buses or less will only be charged \$1,475 per year. For 20 to 50 buses, \$1,975 per year.

These programs really are excellent. When presented as designed, they should make the kids safer and will enable our industry to keep driving down the number of these tragedies. School transportation is starting up and now is the time to share these safety programs with parents.

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