

## NEWS RELEASE

August 26, 2019

### School Board and Partners Launch Bus Safety Campaign

The Newfoundland and Labrador English School Board is joining its Provincial Government partners, with support from law enforcement agencies and the Newfoundland and Labrador Teachers' Association, in launching a school bus safety social media campaign this week.

“Our Board of Trustees recognizes that school bus safety is everybody’s responsibility - from all levels of government, school districts, busing contractors, bus drivers, parents, students and, perhaps most importantly, the motoring public,” said Goronwy Price, Chair of the Board of Trustees. “As such, we are committed to increasing awareness around general school bus safety and, in particular, the importance of obeying the Highway Traffic Act when it comes to stopping when a school bus is loading or off-loading students.”

In Newfoundland and Labrador, motorists approaching a school bus from both directions, in all traffic lanes, must come to a full stop when the red lights are flashing and the stop arm is extended - and they must remain stopped until both have been deactivated. The failure to do so can lead to a fine of up to \$1200 and six demerit points.

“The campaign is not focused on the financial repercussions for drivers who disobey the law. That’s not the worst thing that can happen,” said Price. “We want people to pay attention and really think about what they are doing in school zones and around school buses - because a moment of distraction; a moment of bad judgement, can lead to a lifetime of regret.”

An example of a graphic from the campaign can be found below.

Within the Newfoundland and Labrador English School District, there are over 900 bus routes with buses providing transportation for more than 45,000 students each day. For more information on student transportation policies, protocols and safety initiatives, visit: <https://www.nlesd.ca/schools/busing/index.jsp>.

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