



Pace Car News

Fall Newsletter 2009

A special welcome back to our Pace Car schools and communities!

Driven to Success with Pace Car

As we jump into a new school year, we welcome more new Pace Car drivers everyday and the program continues to grow. Last spring four new communities or schools launched Pace Car, while one of our veteran Pace Car schools, Millwood Elementary in Lower Sackville (HRM) held a re-launch even. Each launch was unique to the community in which it took place. From painting a van with safety slogans, to hosting a dunking booth for the Principal, from bike rodeos to school fairs, each community made their Pace Car launch a unique, fun and successful event.

We send out a big welcome to Berwick, Meadowfields School in Yarmouth, Bayview

Pace Car Deputies Roll into Action

Children participation is an important factor when trying to stir social change with issues like speeding. This fall Active & Safe Routes to School (ASRTS) adds a new element to the Pace Car program. It will allow children to take action on safety issues like speeding in their own unique way.

School in Mahone Bay and Lunenburg Academy. Welcome aboard! More communities are planning to launch in October including Whycocomagh in Cape Breton and Bible Hill in Colchester County.



The Pace Car Deputy program empowers children to help stop speeding even though they themselves are not behind the wheel.

Much like the Pace Car pledge, elementary school students will be asked to take a pledge to become Pace Car Deputies. Deputies pledge to

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encourage their parents and other drivers to remember the Pace Car pledge and monitor the speed in vehicles in which they are passengers. Students receive an official Pace Car Deputy badge upon taking the pledge.

By making children aware of the dangers of speeding and encouraging them to get involved with changing this problem, we hope to encourage the overall safety of communities through all road users, drivers and passengers. Stay tuned for a list of participating schools.



For more information on the program contact the Active & Safe Routes to School office at (902)442-5055.

New magnets provide alternative for Pace Car drivers

We are excited to announce the arrival of our new Pace Car magnets! After a recent survey of the newest Pace Car drivers, many supporters of the program expressed a need for an alternative to the Pace Car clings.

The magnets serve the same purpose as the Pace Car clings. After a motorist takes the Pace Car pledge, they place both magnets on the back of their vehicle to remind themselves and other drivers to drive the limit and show support for the program.

We will provide the magnets to communities and schools launching this fall and winter. Communities that still have Pace Car clings should use those supplies first before requesting the Pace Car magnets. Once those materials have been depleted, ASRTS can provide the magnets upon request. Please remember to contact ASRTS if you are in need of anymore materials, such as lawn signs, posters, clings, brochures, etc.

Calling all Pace Car Champions!

As you know, the Pace Car program is an ongoing initiative. In order to continue to grow and gain support among community members, Pace Car teams should be active in recruiting new Pace Car drivers throughout the year. Here are a few ideas for getting more drivers to take the pledge and calm your streets.

- Sports games, school concerts, art shows: if you frequent school events, don't hesitate to set up a sign up table with a few volunteers, not all parents and school staff may be aware of Pace Car

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- School open houses and curriculum nights
- Local festivals - fall is overflowing with weekend festivals and fairs. Take advantage of these fun-filled events and set up an information and sign up booth for Pace Car
- Street parties- This is a great way to introduce your neighbors to the program. Work with local police and your neighbors to block off a portion of your street. Provide art supplies and ask kids to decorate your streets with chalk art. Set up a refreshment table or BBQ with chairs. Ask neighbors about signing up for the program
- Church, Legion or Lion's club events

These are just a few event ideas; feel free to be creative when you spread the word about Pace Car.



World Report on Child Injury Prevention Released

In December 2008 the World Health Organization and Unicef released the [World Report on Child Injury Prevention](http://www.who.int/violence_injury_prevention/child/injury/world_report/en/) at http://www.who.int/violence_injury_prevention/child/injury/world_report/en/. Road safety recommendations include reducing speeds to 30 km/h in residential areas, around schools and around play areas to protect pedestrians.

Safe Kids Canada Pedestrian Injury Report Available

In preparation for last year's Safe Kids Week, which had a theme of pedestrian safety, Safe Kids Canada gathered together pedestrian safety research. A report on that research is now available at <http://www.safekidscanada.ca> (click on Pedestrian on the right to find the report). "This report offers key facts and statistics, information on child developmental risk factors, and looks at the key issues of speed reduction, guided practice and the importance of walkable communities."

Economic Burden of Injury in Canada Report

On August 18, SMARTRISK released its report on the economic burden of injury in Canada, which amounts to nearly \$20 billion per year (based on 2004 data). In Nova Scotia, the total cost of injury is \$518 million (\$552 for every citizen), with pedestrian and cycling incidents costing \$18 million. Find the report at www.smartrisk.ca

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Fall 2009 Calendar

- [International Walk to School Month: October annually](#)
- [National Safe Communities Day - Be Visible: October 7](#)
- [National Day of Remembrance for Road Crash Victims: November 18](#)



Join Pace Car on Facebook



Click on the Facebook icon above or go to www.pacecar.ca and click the link there.

ABOUT PACE CAR

The Pace Car program helps stop speeding on neighbourhood streets. It's simple – drivers in your community sign the Pace Car pledge, and then proudly display the official Pace Car emblems on their cars. By agreeing to drive within the speed limit, cars become “mobile speed bumps,” slowing the traffic behind them. Drivers also agree to be more aware of and courteous to other road users, especially pedestrians and cyclists. Many Pace Cars can effectively calm traffic throughout your neighbourhood. The more people who join, the better it works! The Pace Car program was invented by David Engwicht of Creative Communities International, Queensland, Australia. Since the program was introduced in Nova Scotia in 2006, over 20 communities have launched and over 2,000 Pace Car drivers have taken the pledge to be safer drivers. For more information on Pace Car contact Amy Henry-Morgan at (902)442-5055 or by email at amy.henry.morgan@ecologyaction.ca. You can also visit www.pacecar.ca.



The Neighborhood Pace Car program is a partnership of Active & Safe Routes to School of the Ecology Action Centre, Canada's home, car and business insurers and the Nova Scotia Department of Transportation and Infrastructure Renewal.



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