

WHEN: June 1 – 7, 2026

CAMPAIGN: #SafeSpeedsForKids

FOCUS: Reducing injuries in children by lowering vehicle speeds where they walk, bike, and play.

Call to Action!

Safe speeds protect children every day - not just during Safe Kids Week.

Ask your community to:

- ✓ Drive slower
- ✓ Advocate for safer streets
- ✓ Design the community with children in mind
- ✓ Keep kids visible, protected, and a priority

Why *this* Safe Kids Week Campaign?

- » In Alberta, there are an average of **4,976 emergency department visits** and **182 hospital admissions** each year among children and youth (ages 0 - 14 years) that are related to road safety. These injuries were due to incidents involving bicycles, walking and riding in motor vehicles.
- » Most child pedestrian injuries and deaths occur in urban areas. When a pedestrian is hit on a rural road, however, the result is more likely to be fatal because of higher vehicle speeds, lack of proper pedestrian walkways and larger distance to a trauma centre.
- » Most child pedestrian and bicyclist injuries and deaths occur during the after-school hours between 3 p.m. and 6 p.m.
- » June has the highest number of child bicyclist injuries and deaths. Generally, these injuries happen in spring and summer when children are riding most often.

Goals of this Toolkit

- » Raise awareness about the speed-related injury risks.
- » Encourage drivers to slow down in their own neighbourhoods.
- » Engage, children, families, neighbours, and community businesses / organizations.
- » Support safer street design and policies.
- » Create visible, positive change at the local level.

Who can use this Toolkit?

- » Organizations promoting child safety.
- » Neighbourhood groups and community leagues.
- » Schools and School Councils.
- » Indigenous communities.
- » Municipal departments.
- » Public Health Units
- » Libraries, recreation centres, faith groups.



Top 5 Effective Activities

1. Drive Slow Pledge:

Online or paper pledge to drive slow in your neighbourhood by creating lawn signs or social media posts with **#safespeedsforkids** “We Drive Slow for Kids” and then doing so in your own neighbourhood. Challenge friends and family!

2. Be a Community Researcher!

For families, schools or groups. First, conduct a neighbourhood driver / pedestrian / bicycle safety audit. Walk a route in your community to collect community-sourced data on the following community design areas just like a researcher would. Then, suggest improvements and explain why these improvements would be beneficial. Last, write a letter / email to your local elected official or join in the **SNAP FOR CHANGE** hosted by our national injury prevention organization, Parachute and enter for a chance to win a \$100 gift card. Below are ideas for your safety audit.

- a. Visual driver speeds
- b. Sightlines (for drivers and pedestrians)
- c. Crosswalk visibility (day and night)
- d. Obstructions (for vehicles or pedestrians)
- e. Suggested sidewalks / walk lights
- f. Any malfunctioning crosswalk lights or street lights
- g. Other suggestions for pedestrian safety (e.g. signage)

3. Host your own Poster Contest:

“What I Need Drivers to See”. Schools, community groups, daycares, dayhomes, clubs or any organization or business could host. Determine your guidelines for the contest with the theme above. Display the entries, select 1 – 3 winners and determine their acknowledgement. Post your creations on social media with **#safespeedsforkids** to raise awareness.

4. Partner with a local business or service organization

to help spread the word that slower vehicle speeds will save kids lives and prevent injuries. Suggestions could be:

- a. **Local cafes:** display artwork or create cup sleeves with safe-speed messages.
- b. **Bike shops:** free helmet checks or safety tune-ups.
- c. **Libraries:** host a safe streets storytime.
- d. **Health Centre:** display posters or artwork linking speed and injury prevention.

5. Walk and Wheel Safety Walk:

Together, the school or community group chooses a day for a walk and wheel day. Remember your helmet if you are on wheels! Families and kids create posters that include the statement “Slow Down For Me” to carry if they are walking. Adults and kids follow a pre-determined path together carrying their posters to raise awareness to drivers. Invite special guests like, local police or EMS, firefighters or local officials to join your event. Be sure to post photos on social media with **#safespeedsforkids** to spread awareness.