

# School Bus Safety Week

## How Will you Celebrate?

This year, October 17th - October 21st marks National School Bus Safety Week. This nationally celebrated weeklong event is an excellent way for parents, teachers, students, school bus operators, school administrations and the entire community to get involved in promoting the importance of school bus safety. This week is not only a great time to stress the importance of safety on the bus, but it's also an opportunity to reinforce just how essential your job as school bus drivers and operators is. Below, you will find some ideas to use in your observance of School Bus Safety Week. Here are some creative ideas that could be used for school bus contractors like yourself to celebrate the week:

### POSITIVE MEDIA

Encourage your local newspaper, radio station or TV stations to do a POSITIVE story about school bus safety.

### FACTS, FACTS, FACTS

News reporters love facts - give them information about your district transportation such as number of buses, local policies, cost, etc. You may also want to give your local newspaper a new story that they can print during School bus Safety Week.

### LOCAL BUSINESSES

Encourage local businesses to update their electronic signs with a school bus safety reminder & notice of School Bus Safety Week.

### DRIVER APPRECIATION

Hold a driver recognition dinner for your bus drivers, aides, mechanics & staff. Invite local media to cover the event!

### SCHOOL DISTRICT NEWSLETTER

Some school districts put out newsletters each month. Consider sending some information to your school district for their publications like school bus riding rules, transportation policies, pictures & transportation data.

### OPEN HOUSE

Let your community know your transportation facilities will be open for a tour! Children love to see where the buses go after hours.

### BULLETIN BOARD

Ask one of your schools if you can do a bulletin board take over to showcase the hard work of your drivers, aides, mechanics & staff.

### PUBLIC SERVICE ANNOUNCEMENT

Some restaurants would be willing to use place mats with public service messages. Suggested topics could be: school bus driver pictures; national, state & district transportation data or a school bus safety quiz.

### WINDOW DISPLAYS

Contact local business people & arrange for transportation displays in the windows.

If you are looking for more ideas, you can also visit [lovethebus.org](http://lovethebus.org). What are your plans for School Bus Safety Week? Will you implement student activities? Create community awareness with signs? Participate in School District activities? We want to hear from you! Submit your pictures and stories from National School Bus Safety Week to [office@paschoolbus.org](mailto:office@paschoolbus.org) and we will feature your ideas in next month's newsletter or on our Facebook page. Feel free to send us pictures or share your favorite memories from year's past as well!

