

Sample Public Service Announcements & Live-Read Copy

(15 seconds)

1. There's nothing more important than the health and safety of our children. Help establish lifelong safety habits that set patterns for life – teach children older than 10 years of age to look left, right then left again before they step off the curb to cross the street and make sure that they understand why it's important to wear a bicycle helmet. Don't forget to set a good example and practice what you preach!

2. Children become pedestrians with their very first step, and their first mode of transportation is often a bicycle. Teach them to be alert and aware of traffic when walking, and to always wear a helmet when they ride. As children get older, reinforce these messages so that they'll stay safe.

3. Here's a safety tip that we can all live to practice: drivers be alert to stopped school buses! More children are killed getting on and off a bus than while riding on one. Red flashing lights mean that the bus has stopped and children are getting on or off. **YOU MUST STOP** and wait until the red lights stop flashing before proceeding.