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For Immediate Release
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You're Probably Not Expecting Kids To Run Out On The Road *First optical illusion of its kind in Canada launched by Preventable*

Vancouver BC – Marking the back-to-school term, Preventable, BCAA Traffic Safety Foundation, the District of West Vancouver, School District #45 West Vancouver, and the West Vancouver Police have launched Canada's first 3D illusion geared to making drivers slow down at high-risk intersections.

The 3D illusion of a small girl chasing a ball has been installed for one week, on 22nd street in West Vancouver just north of Inglewood Avenue. There is a sign leading up to it saying "you're probably not expecting kids to run out on the road". This intersection is a high-risk area, as it is a main connector between Highway 1 and Marine Drive and also located near a busy school, Ecole Pauline Johnson.

For many, the back to school commute means stress and congestion around schools. For children, this creates an environment where they can be seriously injured or killed.

"Most child pedestrian-related injuries occur in September and October, followed by May and June - children aged 5 to 14 years are the greatest risk for pedestrian-related fatalities," says David Dunne, Director of the Traffic Safety Foundation and spokesperson for Preventable. "The key to reducing serious injuries is behaviours and attitudes – thinking before you act and making safe driving decisions along with teaching your children road safety saves lives."

"The biggest risk to children in school zones are parents who continue to make U-turns, stop in no-stopping zones, back up into crosswalks, roll through stop signs, ignore the school safety patrollers, let their children out from the driver's side and into oncoming traffic and speed," adds Dunne. "This 3D illusion reminds us to shift our attitudes, and drive as though you'd expect a child to run into traffic."

"We are pleased to partner in this innovative approach to public safety," says West Vancouver Mayor Pamela Goldsmith-Jones. "We are all required to behave in a way that prevents crashes or injuries whenever possible. Please exercise due caution in all school zones, always."

Consider the facts:

- The most frequently reported child pedestrian action that results in injury or death is crossing at an intersection followed by running onto the road.
- **At least 1 person dies each day due to motor vehicle crashes in BC**
- **This week, 2 British Columbia children (0-19 years) will die as a result of injury**
- Today: (for children aged 0-19 years)
 - 14 children will be hospitalized
 - 367 will, require emergency medical treatment.
 - 1 will be disabled
- The top three causes of death for adults due to preventable injury are: motor vehicle collisions, falls, and poisoning. (From SmartRisk, the Economic Burden of Injury in Canada, 2004 data)

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- Approximately 25 children visit the BC Children's emergency department each day due to a preventable injury, including traffic safety injuries.
- The simple presence of parents or caregivers can help reduce the risk of injury.
- The majority of child pedestrian injuries and deaths occur in urban areas, however, when a pedestrian is hit on a rural road, the result is more likely to be fatal because of higher vehicle speeds.

SafeKids Canada, May 2010

Preventable is the first organization to undertake a province-wide social marketing strategy focusing on preventable injuries. Using integrated advertising, guerrilla marketing activities and social media, Preventable asks people to adjust their behaviours by thinking before they act, remembering to exercise preventative measures at all times whether on the road, at work, home, play or in water.

To learn more about road safety and preventable injuries, visit www.preventable.ca

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About Preventable

Preventable (also known as The Community Against Preventable Injuries) is a province-wide, multi-partner organization raising awareness, transforming attitudes, and ultimately changing behaviours. The goal of the organization and its partners is to significantly reduce the number and severity of preventable injuries in BC.

Preventable's strategy is based on two years of extensive research to develop a comprehensive understanding of how and why preventable injuries occur throughout the province. Preventable's work is made possible through the financial and in-kind support of a variety of organizations that continue to sign on as partners in fighting the epidemic of preventable injuries in BC. www.preventable.ca

About BCAA Traffic Safety Foundation

The BCAA Traffic Safety Foundation is a non-profit registered charity working with families, communities and business partners to reduce the number and severity of traffic crashes and injuries in B.C. For more information visit www.BCAATSF.ca or call 604-298-5107.

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