

*For Immediate Release*  
September 6, 2011

## **Speeders Beware – You Are on a Digital Billboard**

*Preventable launches North America's first road safety digital billboard to raise awareness about preventable injuries*

**Vancouver, BC** – From the people who brought you last year's innovative 3D illusion "Pavement Patty", Preventable is launching another unique preventable injury initiative in time for back to school. As parents and students gear up for back to school, Preventable, together with the BCAA Road Safety Foundation, the City of Surrey and City of Burnaby, is setting up a mobile digital billboard at select schools that will photograph speeding cars and post their photos on the billboard with the message "Before you rush through here, have a word with yourself."

The first such road safety digital billboard of its kind in North America, the objective is to engage drivers to consider how they drive, particularly around school zones. The digital billboards will be mobile to maintain the surprise factor, moving from one school to another each day in Burnaby and Surrey from September 6-9.

In 2010, Preventable achieved international attention with its back to school preventable injury initiative of a 3D illusion pavement image of a small girl chasing a ball, the first in Canada.

"As children head back to school, everyone needs to be reminded of school zones," says Allan Lamb, Preventable spokesperson and President & COO of the BCAA Road Safety Foundation. "We see a lot of pedestrian-related injuries in September and October with children aged 5 to 14 years at the greatest risk for pedestrian-related fatalities. The key to reducing serious injuries truly is, behaviours and attitudes - with this innovative digital billboard, we're reminding drivers to have a word with yourself and make smart driving decisions."

Statistics have shown that during the first week of school, two children in British Columbia will die as a result of injury. The most frequently reported child pedestrian activity that results in injury or death is crossing at an intersection followed by running onto the road.

"Children are vulnerable on the roads so we want to encourage drivers to slow down and take caution around school zones to maximize road safety," says City of Burnaby Mayor Derek Corrigan. "We believe in saving lives and reducing injuries. Partnering with Preventable on this campaign will help us achieve these goals."

"Surrey is the largest school district in the province and we have about 70,000 students walking and cycling around their schools each day. It's very important to ensure they are safe and that drivers are aware of the reduced speed limits," says City of Surrey Mayor Dianne Watts. "As part of our Safe & Active Schools Program, the City of Surrey has been heavily investing in safety around schools, so we're proud to partner in this initiative to increase awareness and encourage drivers to slow down."

### **Consider the facts:**

- The key to reducing serious injuries is 'attitudes and behaviours'
- Injuries are the number one cause of death and disability among children and youth in Canada

- The most frequently reported child pedestrian action that results in injury or death is crossing at an intersection followed by running onto the road
- Children aged 10 to 14 years have the highest incidence of pedestrian-related injuries, but a larger age range of children (5 to 14 years) are at the greatest risk for pedestrian-related fatalities
- This week, two British Columbia children (0-19 years) will die as a result 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.
- The simple presence of parents or caregivers can help reduce the risk of injury

*Source: SafeKids Canada*

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](http://www.preventable.ca)

### **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. Now in its 3rd year of activity, the "have a word with yourself" campaign is an evolution in Preventable's ongoing discussion with British Columbians about the epidemic proportions of preventable injuries. [www.preventable.ca](http://www.preventable.ca)

### **About BCAA Road Safety Foundation**

The BCAA Road 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](http://www.BCAATSF.ca) or call 604-298-5107.

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