

School Safety Committee Meeting

May 6th, 2015

180 Derry Road East, Community Room

Present:

Pete Karageorgos – Insurance Board of Canada, Raymond Chan – CAA South Central Ontario, Sharon Mittmann – City of Mississauga, Dayle Laing – Bike Brampton, Michelle Shaw – Brampton Safe City, Yasemin Sarraf – Peel District School Board, Angie Melo – City of Mississauga Traffic Safety Council, Ashley Lyons – Safe City Mississauga, Erica Duque – Region of Peel Active Transportation, Violet Skirten – City of Brampton Traffic Safety Crossing Guard Supervisor, Tilia Cruz – Dufferin Peel Catholic District School Board, Yang Huang – City of Mississauga, Superintendent Kim Whyte – 21 Division, Inspector Paul Pogue – Road Safety Services, Inspector Magdi Younan – Diversity/Community Support, Inspector Sean Lawson, Sergeant Joey Rego, Sergeant Russ Anderson, Sergeant Heather Andrews – Youth Education, A/Sergeant Chris Zehr – 22 Division Traffic, Sergeant Jeff Jensen – Operational Planning, Constable Joy Brown – Operational Planning, Constable Tom McKay – Crime Prevention

Regrets:

Allan Parsons – City of Brampton – Planning and Building, Sheelagh Duffin – City of Mississauga, Leslie Rocha – CAA, Mike Mulick – Brampton By-Law Enforcement, Superintendent Steve Blom, Denna Yaunan – City of Mississauga Traffic, Catherine Sim – Active Living, Sergeant Gord Smith – 11 Division

Campaign Development - 2015

1. Education

Target Group – External

- Parents/children
- Community around the schools – including community members within 15-20min walking/biking distance from the school
- We can advise them using signage about our campaign
- Involve the Peel Councillors – people by phone, message from the Councillors
- Virtual town hall to inform
- Kindergarten, try to get the parents of new enrollments in September. The welcome to Kindergarten day is held provincially, either in April/May.

Target Group – Internal

- Educate our own organizations
- Teachers, other staff members, including Administrators

2. Messaging

Education

- Overall goal is educating re: alternatives to congestion and promote school safety
- Every parent can relate to safety
- Traffic congestion is dangerous
- Safety for students to and from school
- Top down, bottom up approach, work at it from both ways
- Messaging should be focused on the primary grades first, down the road we can expand to the secondary schools

Promoting Healthy Lifestyle Choices

- MacLeans Magazine – forging long walks makes you prime for learning
- The benefits of only 5 minutes of exercise
- David Laing, Bike Brampton, will be presenting to Regional Council on May 14th. There is one version of his presentation posted on their website, Brampton Kids on Bikes
- Use research in our message, there are many research documents on the benefits of exercise
- Promote walking buddies
- Biking is great for the summer months but walking should be heavily promoted for those winter months. It may be more difficult if pathways are not cleaned during the winter months
- Get parents Councils involved ie: Walk to School Wednesdays and make it a regular event
- We need to remember that most schools have limited bike rack space. It is not feasible to have too many kids riding to school.

Fear Component

- Look at the Bicycle Advisory Committee presentation, to change behaviour we need to deliver stats
- “What am I afraid of” – the heart attack stat. It is more likely for a child to have a heart attack than to be abducted by a stranger.
- New immigrants may not trust this culture

3. Educational Method

Social Media

- Decision to wait on this item, once the campaign has been further developed

Print Material

- Newsletters to parents and grandparents, in multiple languages
- Email print material to parents
- Include photo Brisbane Public School – 5 bike racks 3 of the bicycles have training wheels

Presentations

- Meetings with the parents to deliver the presentation

- There are events ie: plays, concerts that we can piggy back onto. Deliver a 30 second video or short presentation

Video

- Present testimonials
- Create a looped video. It can be played in Dr.'s offices, at the Square celebration for the City of Brampton, other venues.

Special Events

- Advertise special events on traffic boards
- Schools have vinyl signs, message could be on these boards
- Bike month Brampton – May 25th – June 25th
- NPU has bike rodeos planned; 10-11 schools have registered. There is an education session first, the message can be delivered then
- Promoting back to school day through Health Nurses

Incentives

- Partner with Cycle Path, Canadian Tire other companies to secure incentive items

Subcommittees

- Sub-committees were formed work on the following items; Print Material, Video/Presentation, Special Events.

Print Material Subcommittee – Heather Andrews (Lead), Tilia Cruz, Violet Skirten, Erica Duque

Presentation/Video Subcommittee – Dayle Laing (Lead), Michelle Shaw, Erica Duque, Yasemin Sarraf

Special Events Subcommittee – Joey Rego (Lead), Russ Anderson, Ashley Lyons

- Joy will attend all subcommittee meetings to share information and to ensure that we have a consistent message.

4. Kiss & Ride

- Teachers will help out but it is dictated by the individual school. Most teachers do not want to; a teacher's involvement is a health and safety issue.
- The Traffic Safety Council appointed a committee to look at the Kiss & Rides
- Schools are community based; this issue will not change quickly. There is a lot of hostility towards the principals and By-Law
- Kiss and Rides will improve if we focus on congestion
- Walking your Kindergarten child into the school is not a Board rule; it is a decision of the school. The Public School Board does not discourage it and the Separate School Board doesn't encourage it.

- Create school guidelines regarding school design, invite parents and architects to be involved.

5. New Solutions

- Public Health Nurses are mandated to go to the schools but the schools are not mandated to listen. We could use them to get the message out.

6. Roundtable

Next Meeting to be Announced