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WALK SAFELY TO SCHOOL DAY

Walk Safely to School Day is a national event that will be held on Friday, 7 May 2010. It is an initiative of the Pedestrian Council of Australia (PCA) and is supported by the NSW Government.

The objectives of Walk Safely to School Day are to:

- encourage parents and carers to walk to school with primary school age children and reinforce safe pedestrian behaviour
- promote the health benefits of walking and help create regular walking habits at an early age
- ensure that children up to 10 years old hold an adult's hand when crossing the road
- help children develop the vital road-crossing skills they will need as they become mature pedestrians
- reduce the car dependency habits that are being created at an early age and which will be difficult to change as children become adults
- promote the use of public transport
- reduce the level of air pollution created by motor vehicles
- reduce the level of traffic congestion.

The PCA will be sending promotional material to all councils and primary schools prior to the event, which will also be supported by a state-wide TV, radio, press and poster campaign. More information about Walk Safely to School Day can be found on the PCA's website at www.walk.com.au.

Ross Woodward
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