Promoting Safety To Employees and Parents

Each year, well over 1.2 million people die in traffic accidents and commercial vehicles are involved in 10% of these. That equals more than 3,400 deaths per day. Moreover, the World Health Organization (WHO) estimates that, if nothing is done, the number will increase by 45% within 15 years.

To reduce the risk of injury:

- Children and adults need to learn safe walking and bicycling skills.
- Drivers need to watch for others using the road.
- Safety problems along routes to school need to be fixed.

Some of the best ways to increase the safety of a child’s walking or biking trip to school are to:

- Provide safe, well-maintained walkways separate from vehicles.
- Teach children to cross streets at marked crossings and to always look left-right-left.
- Parents should walk or bike the route with their children, looking for possible hazards, like: intersections, dogs, traffic, blind spots caused by trees, buildings, homes, parked cars, curves, etc...
- Demonstrate and Teach children to make eye contact with drivers.
- Demonstrate and Teach children to use Volvo’s three magical words in traffic, “Stop, Look, Wave.”