



For Immediate Release
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Port Morant Primary get special lesson on Road Safety

- from Police and Scotiabank during Education Week

As part of Education Week activities being conducted across the island, Scotiabank and the Jamaica Constabulary Force will be making a special presentation to students of the Port Morant Primary School on Road Safety. The school which is located at a busy three-way intersection of Pear Tree River, Bath and...Roads will also benefit from a donation of four road safety signs, which will be installed in the area to warn motorists of the presence of school children on the roads in that area.

The presentation to the students will be made using a specially designed 50ft simulated roadway prop, which imitates various segments of a major roadway and intersection, including pedestrian crossings, islands and sidewalks. The presentation emphasizes various do's and don'ts when crossing the roads and tips on using electronic road traffic signals.

Since the start of the 2006 – 2007 academic year, Scotiabank has been collaborating with the Traffic Police and the Bustamante Children's Hospital to make presentations on road safety to students in various schools across the island. The campaign is aimed at reducing the number of children involved in road accidents through simulated practice and education. The presentations focus on children 6-12 years old along with their parents who also receive road safety guidelines and other resource material on the topic.

The Bustamante Children's Hospital is partnering with Scotiabank in the campaign as it has noted a concern an increasing number of children involved in motor vehicle accidents. "We are seeing more children coming into the hospital with broken bones and other serious injuries. We want to be proactive and not just treat children for injuries, but educate them about how to use our roads safely and reduce the risk that they face," explained Beverly Needham, chief executive officer of the Hospital.

The new road safety campaign will create safety zones around several schools located in high traffic areas islandwide. The Bank is supported by the National Works Agency in installing road signage, pedestrian crossings and amending the traffic lighting systems (where possible) in these school zones.

The donation of road signage to Port Morant Primary from Scotiabank follows closely on another recent handing over of 2 television sets and two DVD systems to the police from the Mobile Traffic School to bolster their *Road Safety in Schools* campaign. The television systems will be used to show demonstration videos on road safety to children in schools across the island.

Since the start of the 2006-2007 academic year, Scotiabank has spent approximately 1.9 million on its *Road Safety Campaign*. The Bank's donation funded the construction of the 50ft simulated roadway prop for the Police, construction and installation of road signs in around schools in high traffic areas, the provision of uniforms and signs for School Crossing Wardens and the preparation of printed resource material for students and parents.

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