

September 29, 2004

## "Walk the Talk" for traffic safety - Point, Pause and Proceed

Calgary...To highlight the importance of traffic safety practices to young children, Grades Two and Three students from Fred Seymour and St. Rupert schools were led today in a walk at Prairie Winds Park by Alberta Transportation Minister Ed Stelmach, and representatives of the Calgary and Edmonton Police Services and the RCMP.

"Child safety is everyone's responsibility and it's inexcusable that each year in Alberta approximately 400 children, 14 years and younger, are injured or killed while walking or bicycling," said Stelmach.

Walk the Talk Day is the highlight of Alberta Transportation's *Walk the Talk About Back to School Safety* program. Alberta Transportation and its partners, the Alberta Motor Association's School Patrol, KIDSAFE Connection and the Calgary Health Region come together to teach children about safe ways to walk to-and-from school. Stakeholders also provide traffic safety tips for bicycles, skateboards, in-line skating, school bus and railway crossing safety.

Last year, more than 130,000 elementary school children from 485 schools participated in the "Walk the Talk" program through activities at their schools or community organizations.

Since the program was launched in 1997, it has gained provincial recognition for its unique and exciting way of providing children with traffic safety tips and practices. The program received a Premier's Award of Excellence in 1999.

For more information on traffic safety, visit the Traffic Safety Initiative's web site at [www.saferoads.com](http://www.saferoads.com).

- 30 -

### For further information, contact:

Jeanette Espie  
Driver Safety, Research and Traffic Safety Initiative  
Alberta Transportation  
(780) 427-6588  
Cell: (780) 914-1092

Eileen McDonald  
Communications  
Alberta Transportation  
(780) 422-0842  
Cell: (780) 913-4609

Dial 310-0000 for toll free access outside Edmonton

### Backgrounder



- The Alberta Transportation Traffic Safety Initiative's year-round **Walk the Talk About Back to School Safety** program began in 1997.
  - Launched in 1997 to help combat approximately 400 child cyclist and pedestrian injuries and deaths that occur in Alberta each year.
  - Designed to give children and their parents the tools necessary to increase their personal safety

on Alberta's roads.

- Consists of traffic safety tips such as the POINT, PAUSE and PROCEED pedestrian crossing safety system.
- Also includes safety practices for bicycling, skateboarding, in-line skating and bus safety.
- Alberta educators played a critical role in the development of the program.

- **Walk the Talk Day**

- Wednesday, September 29, 2004 is **Walk the Talk Day**.
- It encourages families to walk through their children's' routes to-and-from-school and to provide safety tips to help avoid any potential dangers along the way.
- Walk the Talk Day highlights the importance of traffic safety, year-round.
- Alberta educators, parents, caregivers, motorists, school bus drivers, decision-makers and media are all part of the **Walk the Talk** team and can help spread its messages.
- Partners include: Alberta Transportation's Traffic Safety Initiative; Alberta Motor Association's School Safety Patrol; KIDSAFE Connection; and Alberta Centre for Injury Control and Research (ACICR).

## **Program Activity Books**

- The tool kit consists of a Teacher Resource Guide, three activity books for children 5 - 12 years of age.
- The Kinetic Kids are five, fun characters who appear in the interactive Walk the Talk Activity Books, with their safety sidekicks.
- The Kinetic Kids promote traffic safety through the Walk the Talk program, year-round.

- Individually, the Kinetic Kids and their safety sidekicks are known as:

- **Pace**

- and her sidekick **Lookout** the Owl - Pedestrian Safety

- **Doolie**

- and her sidekick **Pedals** the Kangaroo - Bicycle Safety

- **Buster**

- and his sidekick **Bumpy** the Monkey - School Bus Safety

- **Inline**

- and his sidekick **Skoot** the Turtle - In-Line Skating

- **Thrasher**

- and his sidekick **Ollie** the Armadillo - Skateboarding Safety

- The Kinetic Kids have a **Safety Agent** called **Kip**. He guides and protects the Kinetic Kids as they spread the word about traffic safety across the province.

- 30 -

## **For further information, contact:**

Jeanette Espie  
Driver Safety, Research and Traffic Safety Initiative  
(780) 427-6588  
Dial 310-000 for toll free access outside Edmonton

Website: [www.saferoads.com](http://www.saferoads.com)

Send us your comments or questions

Copyright(c); 2004 Government of Alberta

Return to [Government Home Page](#)