

ROAD SAFETY CHALLENGE WEEK

MAY 5TH to 13TH

Put the brake on collisions – it's up to you, Milton!

If everyone obeyed the rules of the road, injuries and deaths would be reduced by 85% and it wouldn't cost a dime!

Highlights

- Is your child buckled in properly? RIDE lanes will be in effect next week – it's zero tolerance for children not buckled in properly.
- **Child Safety Seat Clinic – Saturday, May 5th – Free.** If your child's safety seat has not been checked by a qualified inspector – do it Saturday – you owe it to your child! Put the brake on collision injuries.
- Nassagaweya community consultation committee will be clearing roadside garbage **Saturday May 5th.** To help Call Jean Woods 854-2107
- **Truck Safety Fair Tuesday and Wednesday.** A trucker sits up higher than everybody else but that doesn't give him a better view – be aware! No-zone display and many other exhibits at Bishop Reding Tuesday, and at E.C. Drury on Wednesday. Parents should attend with teens.
- **OPP and Halton Police Truck Safety Team** will be inspecting trucks in surprise sweeps next week.
- **Safety Displays at Milton Mall.** See what the children have to say in the Milton Elementary School Road Safety Poster Competition. Winners announced Friday, 8 p.m.

Milton had the highest percent increase in collisions, and the most deaths, in 2000, and it wasn't due to poor roads or a substandard car. 85% of all collisions are not accidents – they are driver error. Drivers choose to speed, follow too close, ignore stop signs, or pass improperly, etc. We can make the right choice and put the brake on collisions – try it next week during Road Safety Challenge Week – we're competing against 39 other towns across Ontario for the best reduction in collisions for the week.

Child Safety Seat Clinic Saturday, May 5

Is your child buckled up safely? Proper use of child restraints significantly reduces both injuries and fatalities caused by motor vehicle collisions. Reasons for either not using child restraint systems or using them incorrectly are: fatigue or laziness; perceived discomfort for the child; expense, or new sibling needs seat; and belief that seats do not provide extra safety.

A 1999 survey conducted by Safe Kids Canada found that 89% of parents were confident that they were using their car seats properly. However, car seat clinics across the country typically report a misuse rate of 80-90%.

The issue is that parents might not be aware that they are using their seats incorrectly. Be sure, put the brake on collision injuries – have your child's safety seat checked at the clinic on **Saturday, May 5, 10-2 p.m. Milton Fire Hall #1**, entertainment for the kids. Supported by the Cooperators, Public Health, MTO, 3M Canada, Halton Police, Milton Road Safety Committee, Milton Chrysler Dodge. Sharing the roads with trucks is more important than ever.

Do you know that if you can't see a truck driver in his rear view mirror – he can't see you at all? If he has to take evasive action on the road – he won't know you are there. It's one of the "no-zones". Check truck turn signals before entering an intersection – trucks make wide right turns. Demonstrations and displays for these and other topics at the Truck Safety Fair, Bishop Reding and E.C. Drury – 8th and 9th.

Truck Safety Fair Supporters include: Integrated Training Resources, Dufferin Aggregates, Gordon Food Services, Active Transport Inc., Associated Carriers, Con-Way Canada Express, Road Knights, Dakota Logistics Inc., OPP, MADD, Challengers Freight, Transportation Services Inc., Ontario Trucking Association, Harrow Truck Lines and Travellers Transportation Services.

DOES YOUR KID HAVE HUNDRED DOLLAR FEET AND A TEN DOLLAR HEAD?



**COURAGE FOR
YOUR HEAD.**

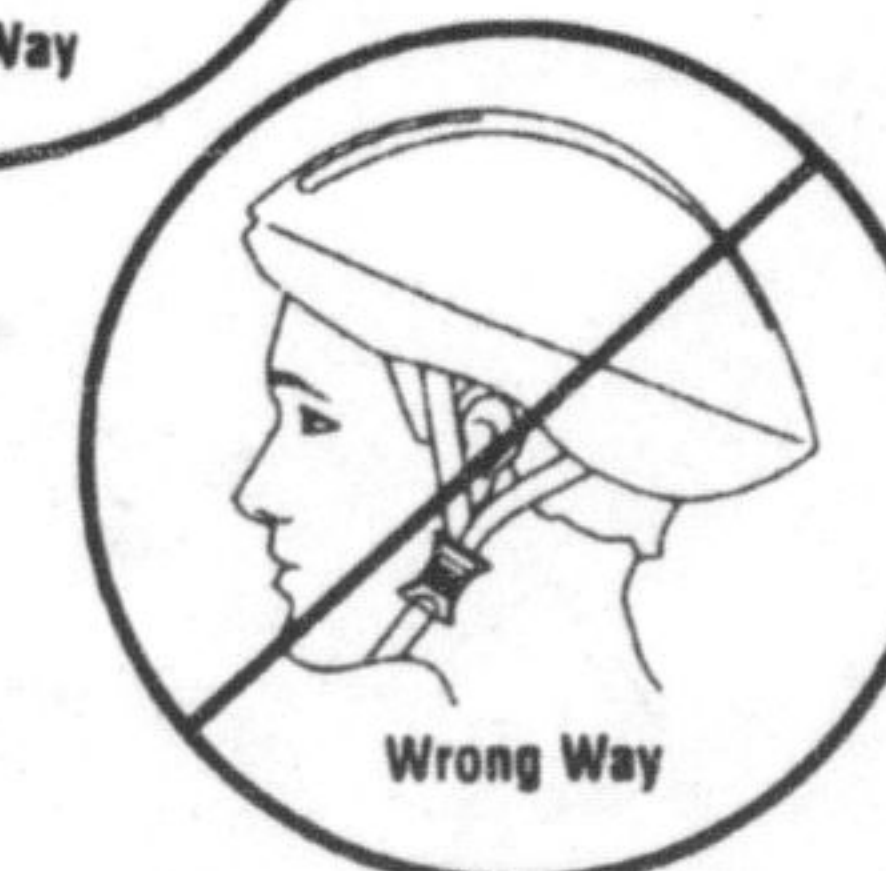
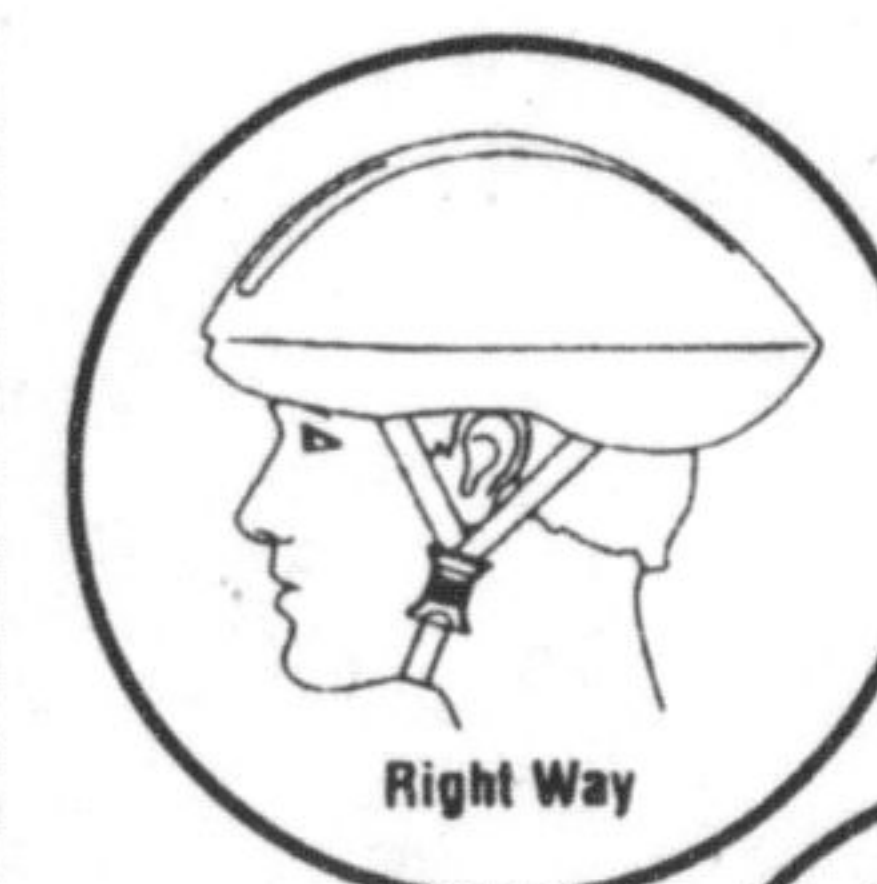


HELMETS CAN'T PROTECT WHAT THEY DON'T COVER

A helmet protects only what it covers. It does not protect the neck or any area of the head it does not cover. Always wear a helmet low in the front to protect the forehead. Make sure the helmet fits snugly and the straps are adjusted to hold the helmet firmly in place when tightly fastened.

YOU SHOULD ALWAYS:

1. Wear your helmet low in the front to protect the forehead.
2. Fasten your buckle and tighten your chin strap.
3. Check your adjustments every time you wear your helmet.
4. Inspect your helmet regularly for signs of wear or damage.
5. Replace your helmet immediately if it shows any visible signs of wear or damage. Helmets have a limited lifespan of use.
6. Replace your helmet after an accident, even if no damage is visible.
7. Clean your helmet with mild soap and water only.
8. Store your helmet in a cool dry place.
9. Wear a helmet whenever you ride.
10. Wear a helmet designed for what you're doing.
11. Ride safely.



**VISIT SPOKES & SLOPES
FOR A PROPER HELMET FIT
AT NO CHARGE**

**89 Ontario St. N.
Milton (905) 876-7676**