



Press Release

For Immediate Release

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Contact: Pam Bush

508-475-0032

Back to School Tips from the Brain Injury Association of Massachusetts

It's fall, and everyone is getting back to schedules, routines, and activities. Pedestrians, bicyclists, and drivers are on the roads – rushing to school, work, and afternoon activities. As we adjust to the changes that come with the fall season, the Brain Injury Association of Massachusetts wants to keep everyone safe.

Drivers:

- Expect increased car and pedestrian traffic around local schools, particularly during morning rush hour and mid-afternoon.
- Make sure that you and your passengers are wearing seat belts, and that children are in car or booster seats.
- Allow extra time to travel through school districts.
- Use caution when backing out of your driveway and move slowly. Many children and their parents are walking or bicycling to school and may be in your blind spot.
- Be doubly careful of pedestrians and cyclists when morning and afternoon sun glare is strongest. Keep speeds down, especially when visibility is hampered.
- Never pass a school bus when the “stop” sign is showing or when the bus lights are flashing. Traffic must stop in BOTH directions when a school bus is stopped to pick up or drop off students. Be aware of kids crossing in front of the school bus.

Pedestrians:

- Cross in marked crosswalks only.
- Wait for the “walk” light to cross the street. Do not jaywalk.
- Look both ways before crossing the street. Be mindful of turning vehicles entering the intersection as you cross.
- Walk on the sidewalk, not on the shoulder or in the street.
- Make eye contact with the driver before crossing the street to ensure that you are seen.
- Be very careful of solar glare. Drivers are often blinded by low sun angles. Wait until the driver comes to a full stop before safely crossing.
- Do not talk on a cell phone, listen to music with headphones on, or text message anyone while walking.

Bicyclists:

- Always wear a properly fitted helmet!
- Follow the rules of the road. Use proper hand signaling before making turns and ride with traffic. Obey all traffic lights.
- When riding across the street, stop and look both ways before crossing.
- Be very cautious of vehicles backing out of driveways. They may not see you.
- Make sure you are wearing reflective gear to enhance your visibility at dawn or dusk.
- Be courteous to pedestrians and drivers.

“Each year, thousands of adults and children suffer head injuries which could have been avoided had they simply followed safety rules and precautions,” says BJ Williams, Manager of Prevention for the Brain Injury Association of Massachusetts.

For more information on brain injury or to get a copy of fact cards on helmet use, sports concussion, pedestrian safety, and other topics, contact the Brain Injury Association of Massachusetts at 800-242-0030 or visit www.biama.org.

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