



# ARKANSAS DEPARTMENT OF EDUCATION

*Johnny Key, Commissioner*

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## **Flashing Red. Kids Ahead. Campaign Promotes School Bus Safety**

**LITTLE ROCK** — When school begins next week, Arkansas motorists will begin sharing the roadways with approximately 5,500 school buses. These buses transport about 250,000 students each school day to and from school and school-related activities. Because of this increase in traffic, safety in and around school buses becomes a priority for all motorists.

To encourage school bus safety, the Arkansas Department of Education, Arkansas Association of Pupil Transportation and Arkansas PTA are partnering to launch the Flashing Red. Kids Ahead. school bus safety campaign. The three-week campaign, in its fourth year, is from August 8 to August 26; however, school bus safety is important year-round.

Motorists are reminded that it is illegal to pass a stopped school bus whenever its red lights are flashing, as students are present. Act 2128 of 2005, also known as Isaac's Law, increased the fines, penalties and punishment for anyone found guilty of illegally passing a stopped school bus.

"School bus safety is everyone's responsibility," said ADE Deputy Commissioner Dr. Mark Gotcher. "As a former school bus driver, I witnessed numerous instances where motorists illegally passed a stopped school bus, which only stops for a few moments. Let's all do our part to ensure the safety of all Arkansas students."

School bus safety resources, including bus safety videos, a copy of Isaac's Law, safety tips for parents, and a flier and sample media notice for school districts to use, are available on the Flashing Red. Kids Ahead. webpage

at <http://www.arkansased.gov/divisions/communications/flashing%20red.%20kids%20ahead>.

ADE encourages students and schools to get involved in the campaign by sharing videos and pictures of why school bus safety is important. Videos and pictures can be posted to social media using #2016FlashingRed. If the videos and pictures are posted on other sites, students and schools are encouraged to send a link to [ade.communications@arkansas.gov](mailto:ade.communications@arkansas.gov) for possible sharing on ADE sites.

Remember: Flashing Red. Kids Ahead.

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