



ARKANSAS DEPARTMENT OF EDUCATION

Johnny Key, Commissioner

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School Bus Safety the Focus of Flashing Red. Kids Ahead. Campaign

LITTLE ROCK — As the school year approaches, student safety in and around school buses becomes a priority for schools, parents and motorists. To promote school bus safety, the Arkansas Department of Education and Arkansas Association of Pupil Transportation launch the fifth annual Flashing Red. Kids Ahead. school bus safety campaign.

While the three-week campaign begins today and concludes August 25, school bus safety is important year-round. This school year more than 7,000 school buses will transport approximately 350,000 Arkansas students to and from school and school-related activities.

Motorists are reminded that it is illegal to pass a stopped school bus when its red lights are flashing, as students are present. On April 26, 2016, school bus drivers in 100 Arkansas school districts reported 706 instances of motorists illegally passing a school bus. 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.

"As a former school bus driver and district superintendent, I know firsthand the importance of school bus safety," said Jerry Owens, the senior transportation manager at the Arkansas Division of Public School Academic Facilities and Transportation. "School bus safety isn't just the responsibility of bus drivers; every motorist plays a critical role in ensuring all students arrive to and from school safely. Remember: Flashing Red. Kids Ahead."

The Flashing Red. Kids Ahead. campaign provides resources, including bus safety videos, a copy of Isaac's Law, safety tips for parents and fliers, as well as media outreach resources for districts to use. To access the resources, visit 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 #2017FlashingRed. If the videos and pictures are posted on other sites, students and schools are encouraged to send a link to ade.communications@arkansas.gov for possible sharing on ADE sites.

Remember: Flashing Red. Kids Ahead.

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