

# MARKETING MEDIA TOOLKIT

RESOURCES FOR SUPPORTING SCHOOL BUS RIDERSHIP



INTRODUCTION ..... 2

MEDIA ..... 2

Posters ..... 2

Fliers ..... 3

Animated  
Infographics ..... 3

Tip Sheets ..... 4

Social Media  
Graphics ..... 4

Brochures ..... 5

Print Ads ..... 6

Drop-in  
Articles ..... 6

SUPPORTING  
GRAPHICS ..... 7



1840 Western Avenue  
Albany, New York 12203  
Toll Free: 800.989.6278  
Tel: 518.452.3611

# INTRODUCTION

Through a cooperative agreement with the National Highway Traffic Safety Administration, the American School Bus Council has developed free resources to help spread the word about school bus ridership. This material is available online for anyone to use and is free of copyright restrictions. We encourage parents, school administrators, communities, industry stakeholders, media, and legislators to use it to spread the word about school bus ridership.

- All material is available at [schoolbusfacts.com](http://schoolbusfacts.com).
- To download the entire toolkit, visit [schoolbusfacts.com/resources](http://schoolbusfacts.com/resources).
- To download individual resources that promote the benefits of school bus ridership, visit [schoolbusfacts.com/benefits](http://schoolbusfacts.com/benefits).
- To download individual resources that promote ways to help keep children safer, visit [schoolbusfacts.com/safety](http://schoolbusfacts.com/safety).
- To download individual resources that promote ways to help support school bus ridership, visit [schoolbusfacts.com/support](http://schoolbusfacts.com/support).
- Downloads for material contained in this toolkit can also be accessed by clicking on the title or icon of the individual product.

# MEDIA

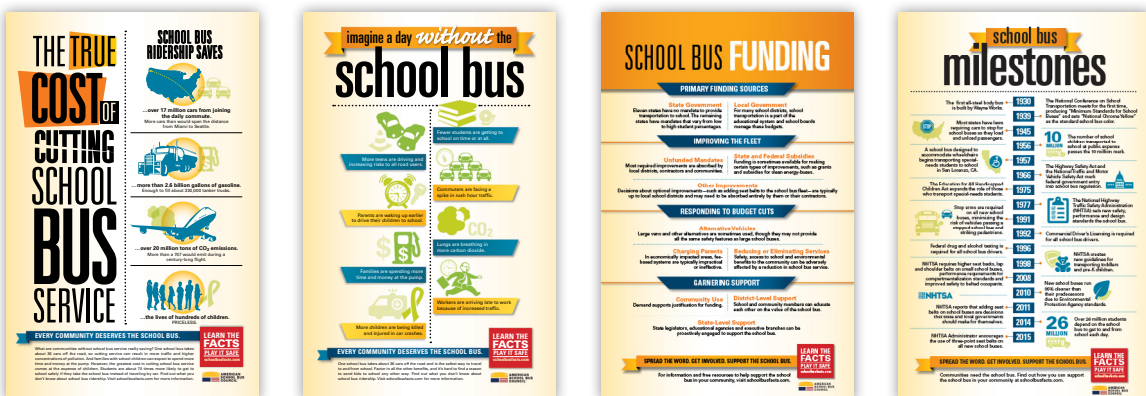
## POSTERS

*The True Cost Of Cutting School Bus Service* illustrates financial, safety, carbon footprint, and convenience benefits that the school bus offers communities. This poster is intended to let all community members know what a cut in school bus service would really cost.

*Imagine A Day Without The School Bus* also illustrates financial, safety, carbon footprint, and convenience benefits that the school bus offers by imagining the repercussions that would become reality if the school bus were to disappear for a day. This poster indicates how all community members could be negatively affected without the school bus.

*School Bus Funding* identifies the contributing factors that influence the school bus landscape within a community. It includes information about funding sources, making improvements, responding to budget cuts, and garnering support.

*School Bus Milestones* is a timeline of key reach and development milestones of the school bus. It illustrates the school bus' positive impact on communities, growth momentum and safety development features.



Four 508-compliant, print-ready, 11 x 17 inch, single-sided posters.

## FLIERS

*Fact: The School Bus Is The Safest Way To Travel To And From School* illustrates statistical data from trusted sources on just how much safer the school bus is than other forms of transportation.

*Fact: The School Bus Is Designed To Be Safer Than Other Vehicles* provides information on exactly why the school bus is safer than other forms of transportation.

*Fact: School Buses Keep Over 17 Million Cars Off Roads Each Year* details the amount of traffic and pollution that school buses save communities. Additional information indicates other convenience and savings benefits to families.

*Fact: Motorists Who Are Careless Around The School Bus Put Children In Danger* is intended to build awareness of the risk factors involved with sharing the road with the school bus, educate motorists about how to drive safely around the school bus, and reduce social tolerance of unsafe driving behavior.

*Fact: It's Important To Keep Children Safe Around The School Bus* targets parents, caregivers, and educators and is intended to build awareness of the risk factors in the area surrounding the school bus, educate about safety practices and support caregivers in educating children about ways to stay safe around the school bus.

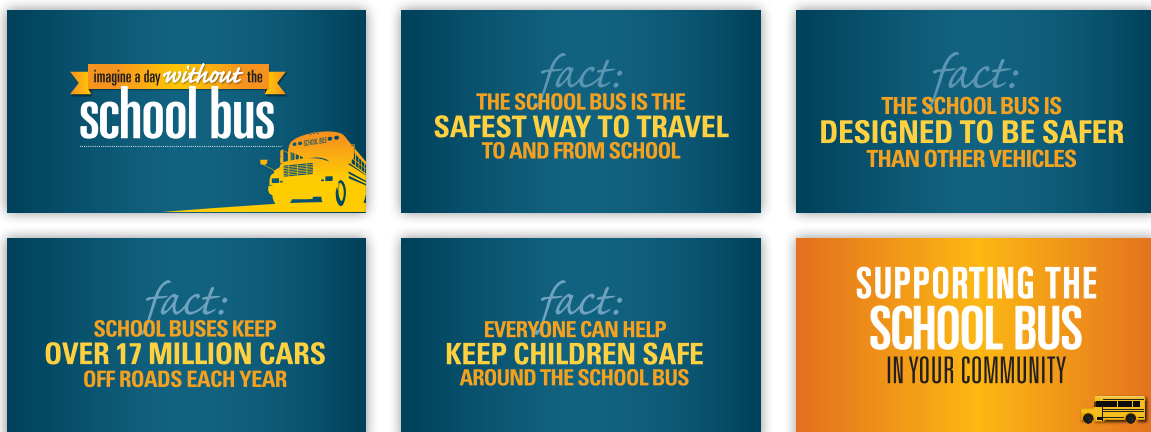


Five 508-compliant, print-ready, 8.5 x 11 inch, single-sided fliers.

## ANIMATED INFOGRAPHICS

Information from some of the posters and fliers has been recreated in animated form.

- *Imagine A Day Without The School Bus* (35 seconds)
- *Fact: The School Bus Is The Safest Way To Travel To And From School* (54 seconds)
- *Fact: The School Bus Is Designed To Be Safer Than Other Vehicles* (58 seconds)
- *Fact: School Buses Keep Over 17 Million Cars Off Roads Each Year* (41 seconds)
- *Fact: Everyone Can Help Keep Children Safe Around The School Bus* (1 minute, 52 seconds)
- *Supporting the School Bus In Your Community* (58 seconds)



## TIP SHEETS

*How The School Bus Benefits Communities* details how school bus ridership benefits all community members, not just the families of school-age children.

*Safety Features Of The School Bus* details why the school bus is safer than other methods of transportation for getting children to and from school.

*Keeping Children Safe In And Around The School Bus* provides language and methods for talking to children about school bus safety.

*Promoting School Bus Ridership Through Facebook* is intended to get the word out about the safety benefits of the school bus, direct traffic to [schoolbusfacts.com](http://schoolbusfacts.com), educate the community on safety practices around the school bus and encourage support for the school bus, through Facebook marketing. Note: Many of the suggestions can be adapted for Twitter.

*How Everyone Can Support The School Bus* defines the actions that can be taken to help support school bus ridership.



Five 508-compliant, print-ready, 8.5 x 11 inch, single-sided tip sheets.

## SOCIAL MEDIA GRAPHICS

*Safety Benefits Facebook Post* can communicate the benefits of school bus ridership to a large audience with a simple like or share, while generating traffic to [schoolbusfacts.com](http://schoolbusfacts.com).

*Brake For The School Bus* is a social media post image intended to reduce social tolerance of unsafe driving practices and generate traffic to [schoolbusfacts.com](http://schoolbusfacts.com).

*Support School Bus Facebook Cover Graphic* can promote the importance of supporting school bus ridership with anyone who visits your page, and drive traffic to [schoolbusfacts.com](http://schoolbusfacts.com).



Two 1200 x 1200 pixel Facebook graphic posts and one 828 x 315 pixel Facebook cover graphic.

## BROCHURES

*Steps You Can Take To Make Riding The School Bus Even Safer For Your Child* is a tri-fold brochure that targets parents. It is intended to identify risks and provide safety practices that can help keep children safe while riding the school bus.

*The Importance Of Supporting School Bus Ridership In Your Community* informs parents and educators on ways they can help generate community support for school bus ridership.

*Spreading The Word About School Bus Ridership: Resources Communities Can Use* informs communities on ways to support outreach and marketing efforts for school bus initiatives.

**NEARLY TWO-THIRDS OF SCHOOL BUS-RELATED FATALITIES OF SCHOOL-AGE CHILDREN OCCUR OUTSIDE OF THE SCHOOL BUS.**

**ONE-HALF OF THOSE CHILDREN ARE BETWEEN 5 AND 7 YEARS OLD.**

**MORE SCHOOLAGE ACCIDENTS ARE KILLED FROM 7 - 8 a.m. AND 3 - 4 p.m. THAN ANY OTHER TIME OF DAY.**

**PASSING VEHICLES CAUSE AN ESTIMATED TWO-THIRDS OF SCHOOL BUS LEADING AND FOLLOWING COLLISIONS.**

**STEPS YOU CAN TAKE TO MAKE RIDING THE SCHOOL BUS EVEN SAFER FOR YOUR CHILD**

**TIPS FOR STAYING SAFE**

While the school bus is the safest way to travel to and from school, children need to be careful as they get on and off the bus. Distracted drivers and distracted drivers put kids at risk, which is why it's important that parents teach their kids to stay safe.

- The most dangerous area around the school bus is within a 10-foot radius on all sides. These children have nowhere to run if a safe driver.
- Younger children should be supervised at the bus stop.
- Children who walk are particularly vulnerable, so make sure to get to the bus stop early.
- Show children how to stay three giant steps away from the road and the school bus comes to a complete stop and the driver says:
- Children should never walk behind the school bus.
- Children who stand in front of the school bus should stay in front for giant steps—10 feet away from it and make sure that the bus driver sees them before they step off the bus.

**TEACH CHILDREN TO WAIT UNTIL NO ONE IS COMING FROM EITHER DIRECTION BEFORE THEY CAN CROSS THE STREET.**

Tell children that conversation and play time have to wait until they are safely seated, or safely away from the school bus.

Children should use handrails when getting on and off the school bus and secure any loose or hanging objects, like straps or drawstrings.

If a child drops something outside the school bus, tell them to NEVER try to pick it up and to tell the driver.

Children should not yell while riding the school bus. The bus driver needs to be able to hear other vehicles on the road.

**TEACH CHILDREN TO WAIT UNTIL NO ONE IS COMING FROM EITHER DIRECTION BEFORE THEY CAN CROSS THE STREET.**

Motorists break the law and risk children's lives when they fail to stop for the school bus as it loads and unloads its passengers. Yet it's estimated that over 10 million drivers illegally pass school buses every year. Let others know that getting behind a school bus is not OK.

Report aggressive drivers and those who fail to stop—emphasize to local authorities.

Encourage your community to take a pledge to brake for the school bus. Visit [www.assbc.org](http://www.assbc.org) to spread the word as at [www.assbc.org](http://www.assbc.org).

**RISKS FROM MOTORISTS**

Motorists break the law and risk children's lives when they fail to stop for the school bus as it loads and unloads its passengers. Yet it's estimated that over 10 million drivers illegally pass school buses every year. Let others know that getting behind a school bus is not OK.

Report aggressive drivers and those who fail to stop—emphasize to local authorities.

Encourage your community to take a pledge to brake for the school bus. Visit [www.assbc.org](http://www.assbc.org) to spread the word as at [www.assbc.org](http://www.assbc.org).

**CHILDREN SHOULD CHECK FOR PASSING TRAFFIC FROM BOTH DIRECTIONS BEFORE ENTERING THE ROADWAY.**

*Play it safe. Respect the ride.*

Find out what else you can do to keep children safe in and around the school bus. Visit [schoolsbusfacts.com](http://schoolsbusfacts.com) for more information.

**AMERICAN SCHOOL BUS COUNCIL**  
1840 Westview Avenue  
Albany, New York 12203  
(888) 955-2722

**YOUTH FATALITIES DURING SCHOOL TRAVEL HOURS**

**THE IMPORTANCE OF SUPPORTING SCHOOL BUS RIDERSHIP IN YOUR COMMUNITY**

**COMMUNITY BENEFITS OF SCHOOL BUS RIDERSHIP**

Since the first all-steel school bus was built in 1926, it has been providing safe access to school for millions of students nationwide. Ridership has grown to over 28 million, and serves students of all ages from just about every type of community you can imagine. It's easy to take the school bus for granted, but the school bus needs your support to continue to serve.

For many districts with budget restraints, reducing or school bus services have become a real possibility. And when cuts to school bus services are made, it affects students' safe access to school, and significantly impacts the community as well.

**PARENTS WITH SCHOOLAGE CHILDREN CAN SUPPORT THE SCHOOL BUS BY SIGNING THE PLEDGE TO BRAKE FOR THE SCHOOL BUS ON TV.**

**WHAT ARE COMMUNITIES WITHOUT SCHOOL BUS SERVICE REALLY SAVING?**

One school bus carries the equivalent of about 28 cars. So cutting services can result in more gridlock traffic with longer commutes. And all those additional cars on the road also mean higher concentrations of pollution in the air.

**HOW YOU CAN SUPPORT THE SCHOOL BUS**

There's no question that the school bus plays an important role in driving communities. But support is key in ensuring school bus ridership in your district. So what can you do to protect the school bus in your area?

- Use it. Demand supports the justification for funding. If you have schoolage children with access to the school bus, why not send them to school on the school bus to town?
- Educate the community. Spread the word about the many benefits of school bus ridership. [Schoolbusfacts.com](http://Schoolbusfacts.com) can provide you with resources.
- Advocate for funding. Communicate with locally elected officials in your area to let them know that access to school bus transportation is important to you.

**SCHOOL BUS RIDERSHIP SAVES OVER 20 MILLION TONS OF CO2 EMISSIONS—MORE THAN A NET WOULD SAVE DURING A CONVENTION FLIGHT.**

In fact, the school bus saves approximately \$2 billion miles of driving annually. Without it, families with school children could expect to spend more time on the road, and more time and money at the pump.

**SPREAD THE WORD. GET INVOLVED. SUPPORT THE SCHOOL BUS.**

Find out what you don't know about school bus ridership. Visit [schoolsbusfacts.com](http://schoolsbusfacts.com) to download material, visit [www.AmericanSchoolBusCouncil.org](http://www.AmericanSchoolBusCouncil.org) or [Facebook.com/schoolbus](http://Facebook.com/schoolbus) to help spread the word.

*Play it safe. Respect the ride.*

**LEARN THE FACTS PLAY IT SAFE**

**AMERICAN SCHOOL BUS COUNCIL**  
1840 Westview Avenue  
Albany, New York 12203  
(888) 955-2722

**SPREADING THE WORD ABOUT SCHOOL BUS RIDERSHIP**

RESOURCES COMMUNITIES CAN USE

Through a cooperative agreement with the National Highway Traffic Safety Administration (NHTSA), the American School Bus Council (ASBC) has developed these resources to help spread the word about school bus ridership. These resources have three primary objectives:

- Letting communities know about the benefits of school bus ridership.
- Involving communities and helping them determine how to keep children safe in and around the school bus.
- Letting others know about the ways they can support the school bus in their community.

This material is available online for anyone to use and is free of copyright restrictions. We encourage parents, school administrators, community, industry stakeholders, media, and legislators to use it to spread the word about school bus ridership.

**THE BENEFITS OF SCHOOL BUS RIDERSHIP**

Less traffic, cleaner air and more affordable transportation—these are just some of the benefits that the school bus provides. And since the school bus is the safest way to travel to and from school, it's hard to find a reason to send kids to school any other way. For there are many people who still don't know how safe the school bus is, so how important it is to communities. So ASBC created the following material to inform communities about the safety statistics and benefits of the school bus, and to help them spread the word:

- Pluses
- Pluses
- Accommodating infographic
- Tp sheets
- Social media graphics
- Dragon articles

**KEEPING CHILDREN SAFE**

Distracted drivers and distracted drivers put kids at risk, which is why it's important that parents and educators talk to children about ways to stay safe in and around the school bus.

Motorists put children's lives in danger when they fail to stop for the school bus as it loads and unloads its passengers. Yet it's estimated that over 10 million drivers illegally pass school buses every year. So it's critical that motorists learn and follow the laws pertaining to school buses in their states.

The following material has been developed to help keep children safe:

- Pluses
- Accommodating infographic
- Brochure
- Outreach guide\*
- Tp sheets
- Print ads
- Dragon article
- Social media graphic
- Dragon article

\* The outreach guide needs to be used at the discretion of the user.

**SPREAD THE WORD. GET INVOLVED. SUPPORT THE SCHOOL BUS.**

Find out what you don't know about school bus ridership. Visit [schoolsbusfacts.com](http://schoolsbusfacts.com) to download material, visit [www.AmericanSchoolBusCouncil.org](http://www.AmericanSchoolBusCouncil.org) or [Facebook.com/schoolbus](http://Facebook.com/schoolbus) to help spread the word.

*Play it safe. Respect the ride.*

**LEARN THE FACTS PLAY IT SAFE**

**AMERICAN SCHOOL BUS COUNCIL**  
Post Office Box 1077  
Barnes, Illinois 60910  
(888) 955-2722

Three 508-compliant, print-ready, tri-fold brochures.

## PRINT ADS

*Spread The Word About School Bus Ridership* is a group of three similar ads (small, medium and large) intended to generate awareness of media resources that can be used to support the school bus and promote use of the media toolkit.



Three 508-compliant, print-ready, ads:

small (4.1667 x 3.4722 inch or 250 x 350 ratio), medium (5.5 x 8.5 inch), and large (8.5 x 11 inch).

## DROP-IN ARTICLES

*What Every Parent Should Know About School Bus Safety* is intended to educate caregivers on the safety, convenience and cost benefits of school bus ridership. It encourages parents to send their children to school on the school bus, and to support school bus ridership in their community. Suggested resources from the media toolkit can provide the author with supporting graphics.

*How The School Bus Benefits The Entire Community* indicates how communities could be impacted without the school bus, and provides rationales for support. It encourages readers to support school bus ridership in their community. Suggested resources from the media toolkit can provide the author with supporting graphics.

*Keeping Children Safe Around The School Bus* is intended to build awareness of danger zone risks, educate about safety practices, decrease social tolerance of unsafe driving practices, and encourage behavior modification among communities.

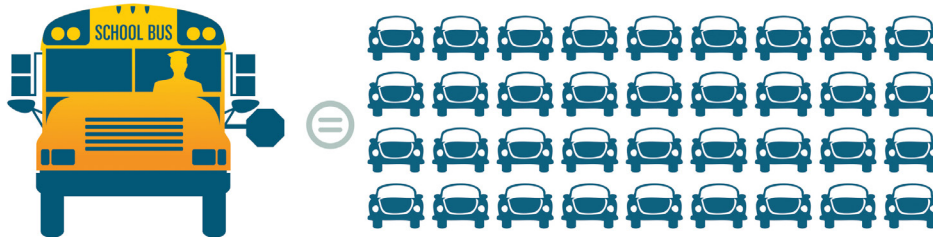
*How Communities Can Support School Bus Ridership* informs parents and communities on contributing factors that influence the landscape of the school bus within a district and provides ways that everyone can support the school bus in their area.

# SUPPORTING GRAPHICS

Key pieces of graphic information can allow marketers to use elements from the products in other ways. All graphics are print-ready and available in PDF and jpg formats. Supporting graphics are available by visiting [schoolbusfacts.com/resources](http://schoolbusfacts.com/resources) and downloading the complete marketing toolkit.

## ONE SCHOOL BUS CARRIES THE EQUIVALENT OF 36 CARS

AMERICAN SCHOOL BUS COUNCIL



AN ANNUAL SAVINGS TO FAMILIES OF APPROXIMATELY

**62 BILLION** MILES OF DRIVING  
**2.6 BILLION** GALLONS OF FUEL  
**56.5 BILLION** POUNDS OF CO<sub>2</sub>

## YOUTH FATALITIES DURING SCHOOL TRAVEL HOURS

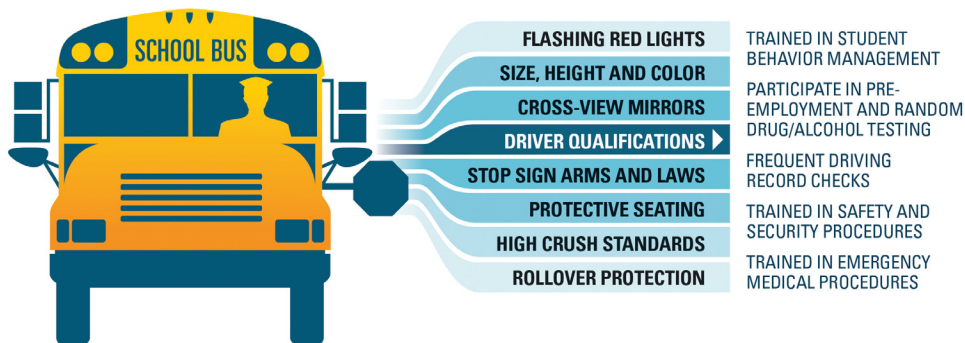
NHTSA FARS 2005 TO 2013 (FINAL), 2014 ARF



TEEN DRIVER: **57%** ADULT DRIVER: **23%** OTHER TRAVEL: **19%** **SCHOOL BUS: <1%**

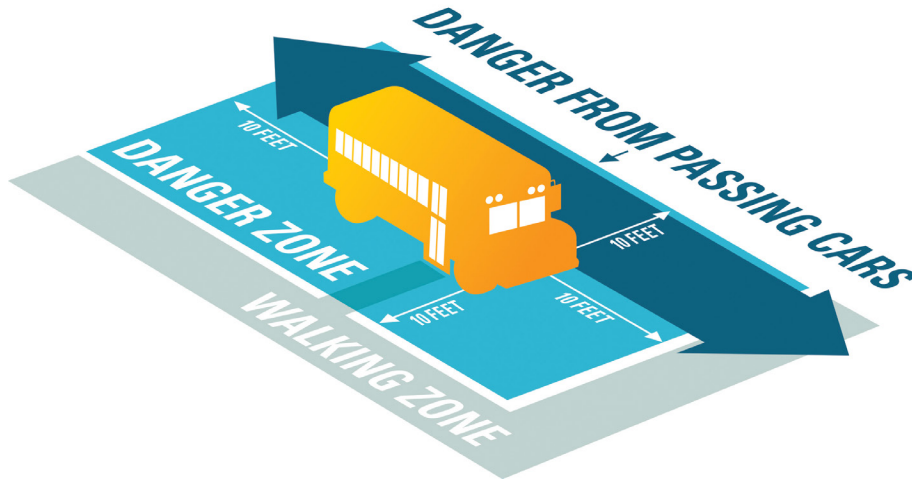
## FEDERAL AND STATE SAFETY REQUIREMENTS

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



# LOADING ZONE SAFETY PROCEDURES

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



# DANGER ZONE SAFE DRIVING PROCEDURES

NATIONAL CONGRESS ON SCHOOL TRANSPORTATION



## DANGER ZONE

MOTORISTS SHOULD NOT BE WITHIN A 10-FOOT RADIUS AROUND ALL SIDES OF THE SCHOOL BUS.

10 FOOT RADIUS

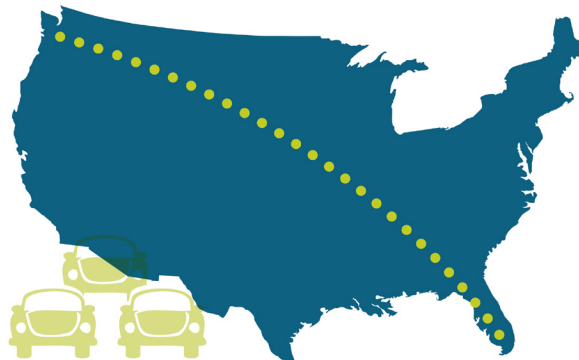
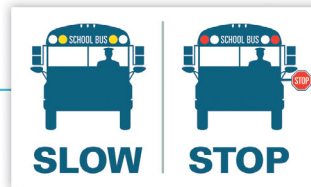
## STOP ZONE

STOP AT A SAFE DISTANCE AWAY FROM THE SCHOOL BUS WHEN THE STOP ARM IS OUT AND THE FLASHING RED LIGHTS ARE ON.

UP TO 25 FEET

**WHEN A SCHOOL BUS IS PRESENT**  
TRAVEL SLOWER AND FARTHER AWAY FROM THE SCHOOL BUS. SLOW DOWN WHEN THE FLASHING YELLOW LIGHTS GO ON.

SLOW DOWN



SCHOOL BUS RIDERSHIP SAVES OVER 17 MILLION CARS FROM JOINING THE DAILY COMMUTE—MORE CARS THAN WOULD SPAN THE DISTANCE FROM MIAMI TO SEATTLE.





SCHOOL BUS RIDERSHIP SAVES OVER 20 MILLION  
TONS OF CO<sub>2</sub> EMISSIONS—MORE THAN A 747  
WOULD EMIT DURING A CENTURY-LONG FLIGHT.

---



PARENTS WITH SCHOOL-AGE  
CHILDREN CAN SUPPORT THE  
SCHOOL BUS BY SENDING THEIR  
CHILDREN TO SCHOOL ON IT.

---

**LEARN THE  
FACTS**  
**PLAY IT SAFE**  
[schoolbusfacts.com](http://schoolbusfacts.com)

---

*My choice...  
their ride.*

---

