

Silhouette Children: reducing driver speed near schools

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The number of drivers exceeding the speed limit in Melville Primary's 40 km/hr school zone has been almost halved during a one week 'Silhouette Children' initiative.

The Silhouette Children encouraged drivers to slow as they were welcomed into the school zone with colourful life-size cardboard cut-outs of school children, students monitoring vehicle speeds and Speed Display Trailers.

The Silhouette Children was developed in direct response to repeated parent, school and Local Government concerns of vehicle speeds affecting student safety and eroding parent confidence in allowing their children to walk and cycle.

The aim is to reduce the number of drivers speeding in 40km/hr school zones and improve understanding among drivers that their vehicle speed affects pedestrian and cyclist comfort, safety and the decision to walk or cycle to school.

An important aspect of this program was the partnership between the school, parents, students and Local Government and further improvements to driver behaviour, or other future programs, may build on the Silhouette Children.