



# Conversation with Drivers Briefing



The aim of the Park safe, Walk safe campaign is to get parents onside – to help them to understand the importance of keeping the School Keep Clear yellow zig zags clear and reducing congestion out side of the school/ and in the area around the school. We don't want to irritate or upset drivers. It is more effective to have drivers decide for themselves that they no longer want to stop or drop on or near the yellow zig zags. There are ways of passing our message on that will aid with this process, rather than create a negative interaction which will make it easier for them to ignore our message.

Suggested sentences for greatest impact are as follows:

It's important to be warm and friendly – we want them to listen and agree with you.

If you tell someone they feel a certain way about something, they generally believe that they do.

**“Hello/ Morning**

**We're out side the school today to celebrate our new banner. (Indicate banner).**

**We know you want to help make it as safe as possible for children and pedestrians on the roads around your child's school.**

**We really value your support and would ask that you please accept this leaflet and help us pass our zig zag safety message onto others by putting this sticker on your windscreen.”**

People like to help. And if it's a simple as sticking a free sticker in their window then it's likely that they'll do it. Reminding them daily that they are not supposed to stop and drop on the zig zags.

It is very unlikely that any of these conversations / interactions will be anything but friendly if you approach in the positive manner defined above. However if you feel uncomfortable about how you will have these conversations with drivers – you can be sure there will be other members of staff, Governors or parents who will be more than happy to help and have these conversations. Get these individuals on board!