

Keep Aware Driving – Youth Need School Safety Act (Kadyn’s law) Educational Program

Goal – Foster increased public awareness of motor vehicle laws and safe driving behaviors relating to school bus safety (defined in SF2218)

Objectives

1. Increase awareness of risks to students boarding and exiting school buses, and identify actions motor vehicle drivers, students, parents and bus drivers can take to minimize those risks.
2. Educate novice drivers about school bus safety laws and safe driving behaviors.
3. Reintroduce school bus safety laws and safe driving behaviors to senior drivers.
4. Educate Iowa motor vehicle drivers on the state’s bus safety laws and penalties to increase compliance with those laws.
5. Engage school districts in educational program activities.
6. Engage outside businesses and organizations in educational program activities.

Educational Strategies

Strategy	Responsible Agency(ies)/Person	Target Audience	Implementation date/period	Current status
Inclusion of section in Iowa Driver’s Manual relating to school bus no passing law	Iowa DOT/David Stutz	Novice drivers and first-time license holders	Ongoing	
Inclusion of at least five questions in Iowa’s written driver’s license test relating to school buses, including the new drive test app, which will be available in Apple and other app stores for download onto smartphones.	Iowa DOT/David Stutz	Novice drivers and first-time license holders	August 2012	Questions were included in drive test iPad app released in August 2012
Inclusion of a more expansive section on school bus safety in the Iowa DOT’s new interactive Iowa Driver’s Manual	Iowa DOT/David Stutz	Novice drivers and first-time license holders	Timing of this strategy is contingent on development and release of the new interactive manual.	

<p>Issue news releases in cooperation with local school districts that are targeted to high incident locations</p> <p>Sample releases:</p> <ul style="list-style-type: none"> • North Iowa drivers cautioned about passing a stopped school bus • Decorah area drivers cautioned about passing a stopped school bus • Keep our kids safe – do not pass a stopped school bus 	Iowa DOT/Dena Gray-Fisher, in coordination with the requesting DOT district	Motor vehicle drivers	Ongoing, as needed	Ongoing; three released issued so far in 2012
Utilize social media (Facebook and Twitter) to post information on school bus safety tips and Iowa laws	Iowa DOT and Iowa DOE will post messages	Motor vehicle drivers, parents and students	Periodically throughout the school year	Ongoing
<p>Issue a news release offering safety tips for motor vehicle drivers, students and parents at the start of the school year</p> <p>Sample release:</p> <ul style="list-style-type: none"> • School bus safety – tips for your kids 	Iowa DOT and DOE joint release	Motor vehicle drivers, parents and students	August or September 2012	Completed
<p>Expand content offered on the Iowa DOT's bus safety information website (http://www.iowadot.gov/mvd/ods/IowaSchoolBusLaws.html), and establish links to the website from the Department of Education's and Department of Public Safety's websites</p> <ul style="list-style-type: none"> • Add revised DOE brochure • Provide links to NHTSA resources • Embed bus safety videos presently available on YouTube • Provide links to activity/coloring books for students • Provide a link to Kadyn's law website 	Iowa DOT, with information received from partnering agencies	All	Additional content will be added prior to start of school 2012, then new content added when it becomes available	A comprehensive new site was developed by the DOT

Redesign and distribute “When you see a school bus” brochure and add an electronic version to the DOE website.	Iowa DOE	Motor vehicle drivers and parents	Issued redesigned publication in August and mentioned on Facebook and Twitter; and put on DOE homepage September Issue newsletter to school admin. and educators	Done
Utilize, broadly new no passing school bus graphic images created by the Iowa DOT	All agencies	All	Ongoing Annual training for school bus drivers in August 2012 utilized images	Ongoing
Incorporate a section on school bus safety in the existing driving skills refresher course presented by Iowa DOT driver’s license supervisors to seniors drivers and young drivers	Iowa DOT/Office of Driver Services	Senior drivers and young drivers	Fall 2012	Done
Provide bus safety information to Iowa’s coordinators of AARP’s 55ALIVE Driver Safety Program, the nation’s largest refresher course for drivers age 55 and older to help sharpen their driving skills.	Iowa DOT/Office of Driver Services	Senior drivers	Ongoing	Ongoing
Establish links between Iowa DOT’s school bus safety website and the Safe Routes to School website	Iowa DOT/Office of Public Affairs	Participants and persons interested in the Safe Routes to School program	June 2012	Done

Encourage media to participate in a ride-along in school buses during a stepped up enforcement week while enforcement in a local school district is underway	Iowa DPS	Media Motorists Bus drivers School districts	Central Iowa Traffic Safety Group (October 2012) that could be modeled in other parts of the state	
Statewide school bus tour	Iowa DOE	Legislators Media	Needs further exploration	
Create a video – school bus safety	Iowa DOE or working with a school district to produce video	Students Parents	Needs further exploration	
Announce completion of Senate File 2218 study and key findings	Joint announcement with ISU, Univ. of Iowa and partnering state agencies IGOV may need to take the lead. coordinated with legislative interests	General public and policy leaders	Draft report end of October Final report December 2012	Completed
Participate in National Association for Pupil Transportation's (NAPT) 2013 National School Bus Safety Week- http://archive.austinisd.org/schools/docs/bus_National_School_Bus_Safety_Week.pdf -by: <ul style="list-style-type: none"> The Iowa Department of Education will sponsor the 2013 National School Bus Safety Poster Contest, allowing any student in a public, parochial or other private elementary or middle school in Iowa to submit artwork to DOE for judging. Posters must be received by Oct. 1, 2013. Posters can be drawn anytime between September 2012 and September 2013. The top prize for winning the poster contest is \$500. (see Pennsylvania 	DOE/Max Christensen (with some assistance from others) Co-sponsor IPTA DOT will post information related to the contest and School Bus Safety week on its Facebook site and school bus safety site	Drivers Students Parents Schools	School Bus Safety Week is the third week in October each year. The 2013 is scheduled for Oct. 13-19, 2013. Due to the timing of the Kady's Law educational campaign, the plan is for Iowa to participate in the 2013 contest activities.	

<p>model]</p> <ul style="list-style-type: none"> • Advance to the national level and promote publically selection of the state winners, first-place only, in the following categories: <ul style="list-style-type: none"> ○ Division #1 - Grades K-2 ○ Division #2 - Grades 3-5 ○ Division #3 - Grade 6-8 ○ Division #4 - Special Education ○ Division #5 - CAD (Computer Aided Drawing) • Share the national Poster Contest winning poster designs on DOE and DOT Facebook sites. • Issue news releases announcing 2012, 2013 and 2014 School Bus Safety Week, outline extent of illegal passing problem and offer safety tips. • Submit a letter to the editor of the Des Moines Register outlining safety problem and importance of protecting the safety of school children. • During School Bus Safety Week, ask schools to display school buses at shopping centers or supermarkets with drivers available to answer questions or hand out materials about school bus safety. • Seek a governor’s proclamation with public signing where Kady’s family is in attendance, as well as the bill’s promoters. • Encourage school districts to publish a short article in their district newsletter or website (provide sample content). • Publish information about National School Bus Safety Week on the Iowa DOT’s school bus safety website 			<p>General educational information will be released each year during this period.</p>	
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Provide no passing school bus graphic images to school transportation directors to share with their bus drivers (http://www.iowadot.gov/mvd/ods/IowaSchoolBusLaws.html)	DOE	Bus drivers	August 2012	Completed
Establish and promote a Storify site for published information about school bus safety Site is located at: http://storify.com/Maverick/iowa-school-bus-safety Slideshow version: http://storify.com/Maverick/iowa-school-bus-safety/slideshow	Iowa DOT/Office of Public Affairs	All	May 2012 – site established Promoted – will be mentioned in the school start-up news release in August/Sept. 2012	Ongoing
Utilize Kady's law branding/acronym, where appropriate, within campaign efforts (KADYN: Keep Aware Driving Youth Need School Safety)	All agencies	All	Ongoing	Ongoing
Iowa DOT rulemaking for driver's license sanctions -- Issue a news release about driver's license sanctions and penalties when Iowa Transportation Commission takes action on Aug. 14, 2012.	Iowa DOT	All drivers	New admin. rules effective August 15, 2012	Completed