



school campaign



A key road safety message for school students is to be seen on our roads, when walking, riding, skating, scootering to school, crossing roads, or waiting for the bus.

Whether you're walking, riding, jogging or driving we all have a responsibility for our own safety and of those around us.

Our school is participating in the **Be Seen, Tiaho Mai** (meaning *shine forth*) campaign. The campaign aims to encourage students to learn, using fun activities, to make sure other road users can see them easily, while they are in the road environment.

We encourage whānau to reinforce these messages at home, by discussing the following key messages, and to model road safety practices.

1. Look twice *Titiro, titiro anō*

When you scan the road quickly, your brain only picks up what it is expecting to see. Take a second look.

2. Be Seen. *Tiaho mai*

Be comfortable in bright colours when out walking and riding. It could be the difference in being seen, or not.

3. Slow down *Whakapōturi* and share the road

Show courtesy and respect to all road users.

4. Make good decisions *Kōwhiria te whiringa pai*

When crossing the road. Never assume you have been seen.

For more information visit:

<https://www.newplymouthnz.com/Council/Sustainability/Lets-Go/What-Are-You-Missing>

**what
are you
missing?**

This project is brought to you by the **what are you missing?** Collaborative made up of New Plymouth District Council, Roadsafes Taranaki, New Plymouth Injury Safe, and New Plymouth Police and proudly supported by OMV.