

PRESS RELEASE

For Immediate Release

McFarland Police Department to participate in 2011 Safe Communities Slow Down Campaign.

School is out soon! The McFarland Police Department, in partnership with Safe Communities, is conducting a Slow Down Campaign May 9-12, 2011. As part of this campaign, signs will pop up in yards across McFarland reminding motorists to “Slow Down, Watch for Kids.”

We all need to slow down when children are present, because the faster vehicles travel, the more likely crashes are to occur and the more severe injuries will be. Children and older adults are especially vulnerable. If a child pedestrian is hit by a car travelling 20 mph, 5% are killed, most injuries are slight, and 30% suffer no injuries at all. At 30 mph, 45% are killed and many are injured. At 40 mph, 85% are killed.

According to the National SAFE KIDS Campaign, pedestrian injuries are the second leading cause of unintentional injury-related deaths among children ages 5-14. Each year in the United States, nearly 900 children ages 14 and under die from pedestrian injuries and another 24,000 are injured in traffic crashes. When child pedestrians are hit by cars, it's usually as they dart out between cars mid-block. Please drive slowly and be on the lookout for kids!

If you would like to post yard signs on your street or help organize efforts in your neighborhood, please contact the McFarland Police Department at 838-3151. Slow down yard signs are available for pick up at the McFarland Police Department, 5915 Milwaukee St. McFarland WI, and at American Family Insurance agencies.

Craig J. Sherven
Chief of Police
McFarland Police Department