



**COUNTY OF RIVERSIDE
COMMUNITY HEALTH AGENCY
DEPARTMENT OF PUBLIC HEALTH**

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FOR IMMEDIATE RELEASE: RIVERSIDE COUNTY

NEW TRAFFIC SAFETY PROGRAMS TARGET COUNTY YOUTH

Traffic safety plays an important role for individuals of any age. It can be fitting a car seat correctly into a vehicle, bicycling for sport or leisure, taking a walk around your neighborhood, or getting behind the wheel of a vehicle. Keeping roadways safe for kids and families is the goal of this new program.

Injury Prevention Services strives to reduce injuries and fatalities associated with traffic safety and this grant will add to the provision of quality services to Riverside County residents for many more years. Activities to be offered include:

- Conducting bicycle safety days to promote the use of bicycle helmets and safety equipment.
- Walk your Child to School events to promote pedestrian safety as well as encourage physical activity.
- A Student Valet Program to calm traffic around school drop off/pick up zones will be implemented at one school site in the city of Riverside.
- Working with local hospitals to establish child passenger safety programs for families, caregivers, and children with special health care needs throughout Riverside County.

“Educating the community on the importance of traffic safety is a top priority of our department and we look forward to implementing these programs for our youth,” said Olivia Ballesteros, Director of Injury Prevention Services.

“What our kids learn about traffic safety early not only keeps them safe, it sets the stage for a lifetime of good habits,” said Christopher J. Murphy, Director of the California Office of Traffic Safety. “Programs like this go a long way toward saving lives and futures.”

Funding for the program comes from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

For more information, please contact Rebecca Hansen,
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