




# Crossing Guard Appreciation Day

Amanda Hynes, Town of Ajax

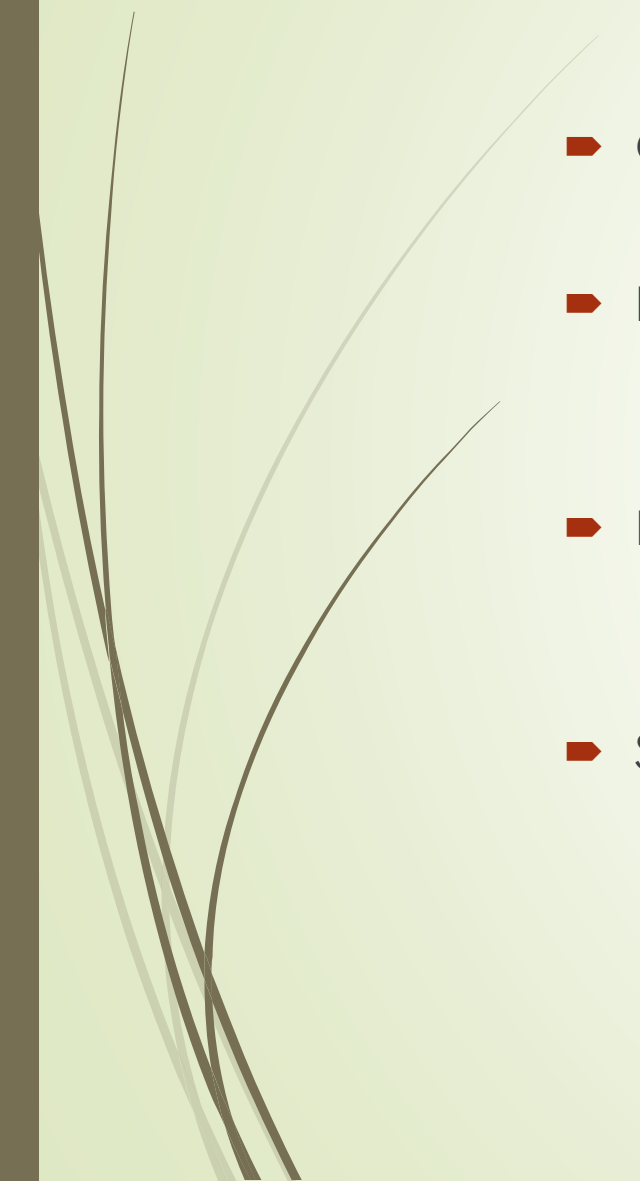


# Crossing Guard Appreciation

- Brain child of the Ontario Traffic Council – School Crossing Programs Committee
  - March 20, 2019 – first ever province wide Crossing Guard Appreciation Day
  - Celebrated by more than 20 municipalities across the province
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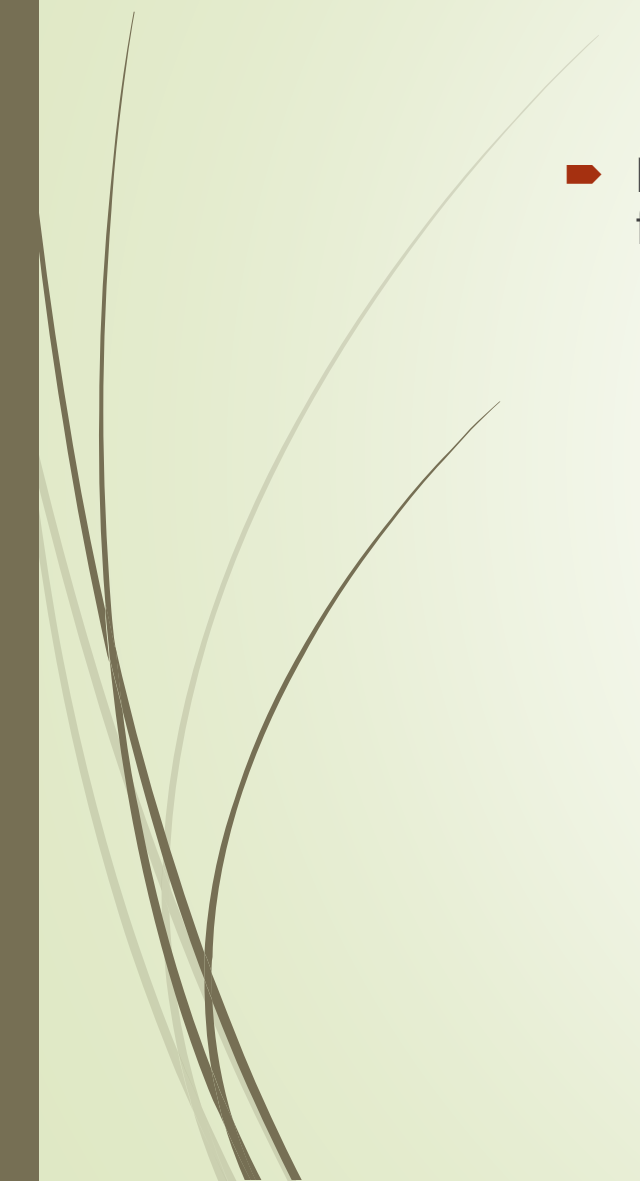


# Why an Appreciation Day?

- Gap in recognition
  - Lack of consistency across municipalities
    - Multiple dates, time of year, various practices
  - Road safety messaging and education
    - Increased road danger, pedestrian exposure
  - Stewardship and investment in the community
    - Community presence and human connection
- 



# What we Looked to Achieve

- Newly celebrated Crossing Guard Appreciation Day looked to achieve the following:
    - Bring recognition to the crossing guard program and what it entails
    - Showcase the hard work crossing guards do on a daily basis regardless of weather or working conditions
    - Bring awareness to the safety of pedestrians within the crosswalks and intersections
    - Build Community partnerships
    - Help make crossing guards feel proud of the work they do on a daily basis.
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# The Prep

- To make Crossing Guard Appreciation Day a successful event, municipalities undertook the following:
  - Program committee created a communication plan to guide the outreach of the program
  - Submitted media release(s) to the public with graphics and details to showcase the event
  - Participated in social media promotion – municipalities, members of council and partner organizations
  - Provided packages to schools to participate in acknowledging and recognizing crossing guards throughout the municipality



**Crossing Guard Appreciation Day**

**Did you know?**  
March 20th, 2019  
is Crossing Guard  
Appreciation Day!  
Help us celebrate your  
local crossing guard by  
thanking them for a job  
well done!

Crossing Guards Play an important role in our community, helping children safely cross busy streets.

No matter how cold, hot, rainy or snowy, Crossing Guards are always there to keep everyone safe. Remember to say thank you on March 20, 2019.

**Let's celebrate our Crossing Guards by following these simple steps**

**PLEASE AS A MOTORIST:**

1. **SLOW DOWN** when approaching a crossing zone
2. **COME TO A COMPLETE STOP** once a Crossing Guard raises their stop sign
3. **CONTINUE** only after all children and the crossing guard are safely off the road!
4. **OBSERVE** all no stopping and no parking signs - park only in designated areas.

For more information, visit [ajax.ca/crossingguards](http://ajax.ca/crossingguards)








# The Day

- Municipalities worked with various stakeholders and partners to share in the celebration of the day. Participation spanned across a number of groups:
  - School Boards
  - Regional Government
  - Police and Emergency Services Groups
  - Non-profit partner groups
  - Mayors and Members of Council
- Some municipalities held special events/gatherings for crossing guards to participate in their special day

# Ajax

**CROSSING GUARD APPRECIATION DAY**  
March 20<sup>th</sup>, 2019




My Crossing Guard  
is the best because

She is nice and always tells me to have  
a good day.

Once completed please bring this to your local Crossing Guard.

**Thank You**  
**CROSSING GUARD APPRECIATION DAY**  
March 20<sup>th</sup>, 2019

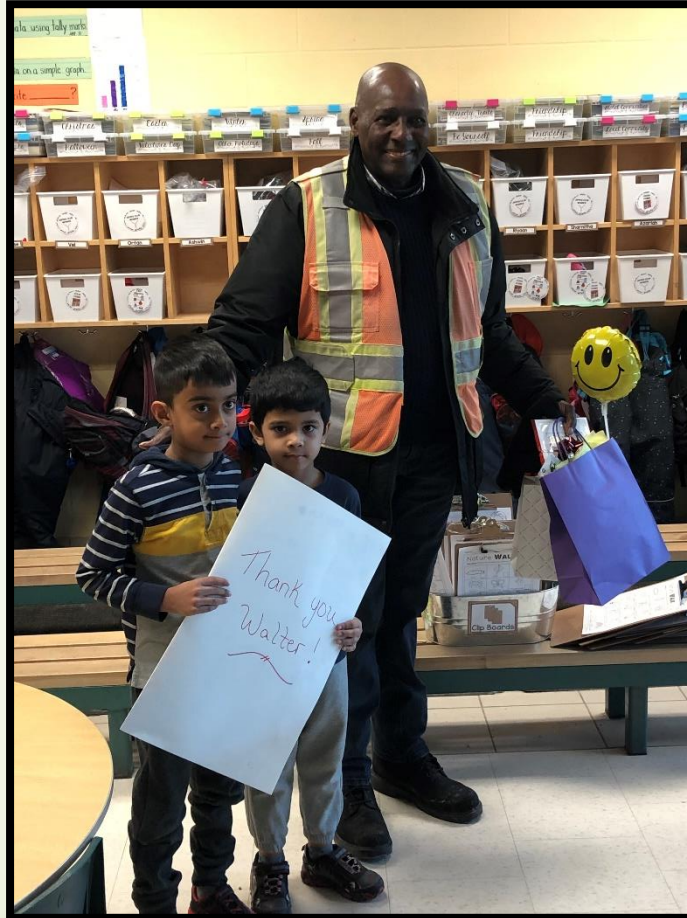


**Walter**  
My Crossing Guard  
is the best because

He smiles everytime I pass by him and he waves at me

Once completed please bring this to your local Crossing Guard.

# Ajax

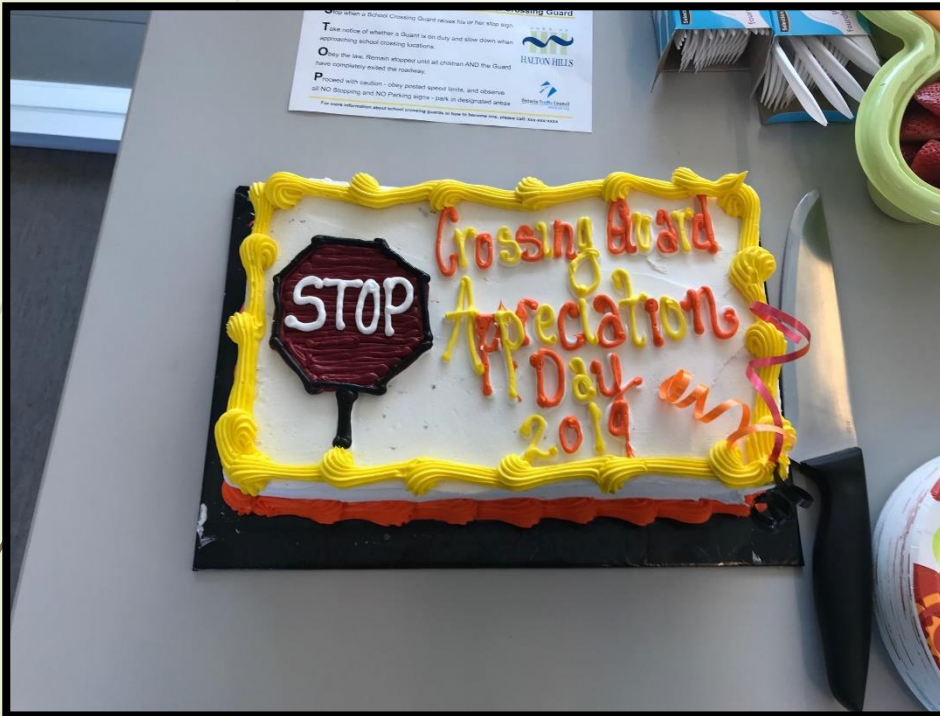




# Cambridge



# Halton Hills





# Port Colburn

**City of Port Colborne**  
Published by Michelle Idzenga [?] · March 19 at 2:57 PM · 🌐

#PORTicipate and show your School Crossing Guards some appreciation! Tomorrow, March 20, is School Crossing Guard Appreciation Day! Help us recognize the individuals across our city, whose assistance helps young residents with their safe daily commutes to and from school. Support your local School Crossing Guards by.... See More




**4,196**  
People Reached


**739**  
Engagements

Boost Post

  Twila Andrews, Kevin Saunders and 122 others 12 Comments 31 Shares

**City of Port Colborne**  
Published by Michelle Idzenga [?] · March 20 at 9:44 AM · 🌐



We were joined by S/Sgt Rob LaPlante from Niagara Regional Police Service today as we visited and thanked Crossing Guards this morning in celebration 🙌 of #CrossingGuardAppreciationDay! #PORTicipate and show your #ONCrossingGuard some appreciation today! One resident even brought a guard a Tim's gift card! Let us know and comment below: "My Crossing Guard is the best because \_\_\_\_\_".







**1,343**  
People Reached


**381**  
Engagements

Boost Post





  Dianna Jarram, Amanda Becker and 55 others 3 Comments 2 Shares



 Like  Comment  Share 

Most Relevant ▾



Write a comment...

**Italia Petrella Reeves** My Crossing Guards are the best because they know each one of the students they cross by name! Thanks for your dedication to our community!  1

# Milton

**Town Of Milton**

Published by Hootsuite [?] · 23 hrs · 🌐

Today is the first Ontario-wide School Crossing Guard Appreciation Day!  
👋 Take some time to personally thank your neighbourhood crossing guards for keeping our community safe on a daily basis.  
Learn more about crossing guards at: <http://ow.ly/W7om50n4R32>

**SCHOOL CROSSING GUARD APPRECIATION DAY**  
— MARCH 20 —



**5,026**  
People Reached

**327**  
Engagements

Boost Again

Boosted on Mar 20, 2019  
By Townof Milton-Communications

Finishes today

People Reached	<b>2.1K</b>	Post Engagement	<b>128</b>
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View Results

Lynn Mounsey, Judy Frances Glen and 139 others

7 Comments · 32 Shares

 Like

 Comment

 Share



Most Relevant ▾



Write a comment...



**Lynn Mounsey** Well done ladies, big shout out to Christine McLeod who was out when the weather was just what we needed. 🙌🙌🙌



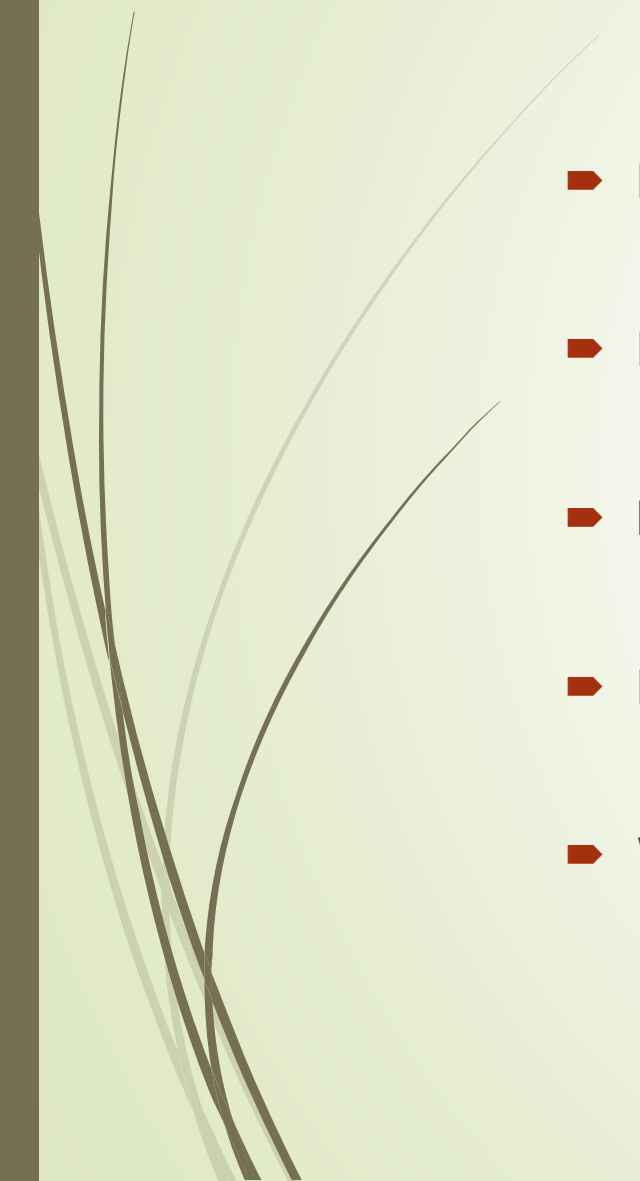


# Successes

- Social media support
  - Tweets, re-tweets, facebook, Instagram
- Municipality participation
- Community involvement
- Comradery amongst fellow crossing guards



# Where are we heading in 2020?

- 
- Formalize standard materials for consistency
  - Expand social media impact
  - Increase partnerships
  - Potential for media involvement
  - Work towards the creation of proclamations for each municipality

A decorative graphic on the left side of the slide. It features a solid red arrow pointing to the right, positioned horizontally. Behind the arrow and extending downwards and to the right are several thin, dark grey curved lines that sweep across the page.

Next Year: March 25, 2020

Questions?

