

Following a spate of tragic vehicle accidents in Rockland County, driven by population growth, infrastructure challenges and a lack of traffic safety awareness, school bus safety messaging became a priority in East Ramapo. To start the 2024-25 school year, the East Ramapo Central School District rolled out a safety initiative in partnership with the Ramapo and Spring Valley local police departments, The Rockland County Department of Health, The American Automobile Association and the New York States Department of Motor Vehicles. A bus safety video released in October aimed to educate students on the importance of safe bus practices, including how to wait for, board and behave on the bus. Given that over 60% of our district's students are English Language Learners, the video was translated into Spanish and Haitian Creole to ensure accessibility. It was then distributed across our usual channels, including YouTube, Instagram, Facebook, Remind, and the district website.