

*Note: The following PSA may be used as a guideline when writing your own PSA on back to school safety for distribution in August.*

## **PUBLIC SERVICE ANNOUNCEMENT**

**Back to School Safety  
45-second PSA**

**CONTACT: [chapter contact]  
[phone number]  
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Now that summer is about over and children are heading back to school, drivers need to use extra caution. The CPCU Society [chapter name] Chapter reminds you to:

- Stop for school buses that are loading and unloading students.
- Obey all school zone speed limits and crossing guards.
- Watch for school buses stopping at railroad tracks.
- Be on the lookout for children darting out into the street.

And remember, if you're driving your own children to school — or anywhere — make sure that everyone buckles up. It saves lives.

This message is brought to you by the CPCU Society [chapter name] Chapter. CPCUs are certified experts in the property-casualty insurance industry.

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### **About the CPCU Society**

*The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society's more than 25,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements, and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by The Institutes. More information about the CPCU Society is available at [www.cpcusociety.org](http://www.cpcusociety.org).*