

TOOLKIT

# BURMA SHAVE SCHOOL SAFETY CAMPAIGN





First Edition  
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photography courtesy of:  
Page 1: [www.the60sofficialsite.com](http://www.the60sofficialsite.com)  
Pages 2, 4: Susan Hull-Grasso  
All others: Local Motion

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# HOW IT WORKS

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The goal of a Burma Shave Campaign is to increase awareness among motorists about safe driving speeds in your community. Volunteers stand along the edge of a “problem” road, and hold up a series of signs with clever safety-oriented phrases and wave at passing drivers.

Burma Shave signs are modeled after the originals from decades ago, and continue their message of safe driving.

We have created multiple catchy messages that you can deploy in your community.

Volunteers hold up signs with the Burma Shave messages and wave to passing cars to remind them to drive carefully in your community.

This outreach and education effort is very quick and easy to deploy.



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# THINGS YOU NEED

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## Materials:

- Coroplast (Corrogated Plastic)
- Large Cardboard Boxes
- Paint (White And Black)
- Fat Permanent Markers
- Phrases:
  - Drive Slow / And See The Town / Drive Fast / And See Blue Lights
  - Drive As If / Every Child / On The Street / Were Your Own
  - Give Respect / Get Respect / Safety Is A / Two-Way Street
  - Drive / Twenty-Five [OR YOUR COMMUNITY'S POSTED LIMIT] / Keep Kids / ALIVE

## Vendors:

- SB Signs ([www.sbsigns.net](http://www.sbsigns.net)) : Coroplast
- Amazon ([www.amazon.com](http://www.amazon.com)) : Fat Permanent Markers --Look For Marks-A-Lot Jumbo Chisel Tip Permanent Marker



*You can use your own messages as well, like this one from Shelburne,  
"Hike it/Bike it/Wednesday/ Thursday/ Friday/Speed Limit 35"*

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# MAKING IT HAPPEN

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## One Month Ahead

- Start recruiting volunteers to hold the signs
- Purchase coroplast
- Make signs and paint box (you can get volunteers to help with this, too)

## One Week Ahead:

- Confirm with volunteers

## One-Two Days Ahead:

- Pull Burma Shave signs out from storage
- Send out reminders to volunteers

## Two Weeks Ahead:

- Send out a reminder to volunteers about the event



*Children at Edmond's Elementary School in Burlington holding up Burma Shave signs for drivers*

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# MAXIMIZING YOUR IMPACT

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- Make sure your volunteers are enthusiastic and energetic wavers!
- Make sure you have a high-traffic location that has a history of trouble with car traffic.
- Involve a few children (increases the engagement factor).
- Hand-drawn signs are preferred, to keep that grass-roots feel of the outreach.
- Have one child wear a box painted with your community's speed limit as an additional impactful reminder to drivers.



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# VOLUNTEER COMMUNICATIONS

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*\*Note: Customize in the areas with capitalized text*

## Recruitment Text:

Help Us Slow Down Traffic!

Ever thought, “Man, those cars are driving WAY too fast for this road?” We have too! Help us educate drivers about reducing their speed in residential and school zones, by holding up a series of signs (Burma-Shave style) with short, clever safety-themed messages on them. It’s on-the-street guerrilla education!

With a lot of help from a whole lot of volunteers, we’re giving [TOWN NAME] a nudge about safe streets. Help us remind drivers that speeding is not safe, and be a part of this cool project! Interested?

Of course you are! Contact us : CONTACT INFORMATION HERE



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# VOLUNTEER COMMUNICATIONS

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*\*Note: Customize the e-mail in the areas with capitalized text*

## Confirmation E-Mail:

Thank you for volunteer to help out with the Safe Streets Burma Shave Safety Message campaign. The event will be [DATE, TIME],

To be comfortable:

Wear sunscreen, comfortable clothes, comfortable shoes, and bring water.

Logistics of the day:

When you arrive, we'll have the signs ready for you. We'll start with a quick introduction, and then we'll start catching drivers' attention with our great signs.

Thank you again for your help! We'll be sending a reminder e-mail closer to the date.

*Our mission is to promote people-powered transportation and recreation for healthy and sustainable Vermont communities. Please visit our website at: [www.localmotion.org](http://www.localmotion.org) or call us at: (802) 861-2700*



*Major funding for the publication of the Guide was provided by the Vermont Agency of Transportation*



*Peer review and consultation provided by Alta Planning and Design.*

