A back to school road safety campaign will begin this weekend ahead of children returning to school.

Education Minister Marion Scrymgour urged motorists, parents and children to make it a safe return to school.

“We want to keep our kids safe and I encourage parents to go over road safety with their children before they start their school year,” she said.

“Now is the time to remind kids about safety on their journey to and from school and prepare drivers for increased traffic and pedestrians around schools.”

Transport Minister Delia Lawrie said the Back to School awareness campaign starts this weekend to educate drivers, parents and students.

“Children and parents are encouraged to use pedestrian crossings and always check for traffic before crossing,” she said.

“Kids that ride to school must wear a helmet and should walk their bike across the road.

“The campaign will remind motorists to keep an eye out for kids moving around and that school zones with 40 km limits will be active once school resumes.”

Newspaper and radio advertising across the Territory will start this weekend as part of the campaign.

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