

STOP. LOOK. LISTEN.

Road safety is a life skill whether you are crossing the road, walking, cycling, scooting or a passenger in a car.

Since 2004, pedestrian road fatalities have decreased by 43% and serious injuries by 42%. However, we still have a long way to go! According to government statistics, in 2022 there were: **385** pedestrian fatalities (deaths), **5901** serious injuries and **13,041** slight injuries. That's a total of **19,327 accidents** which could have been avoided! The most common cause was **'failure to look'**.



With the clocks going back, it will be noticeably darker much earlier. It is a reminder for keeping children safe in the dark and walking home after school and clubs.

Follow these simple steps to stay safe:

Hold their Hands

It is always good advice to hold your child's hand - *especially near roads.*

Visibility in the dark

Are they visible? *You can easily add high-visibility reflective strips on their clothing, school bags or bike helmets.*

Driveways

What for vehicles reversing out of driveways. *Driver visibility is more restricted when reversing.*

Further advice:

<https://firstaidforlife.org.uk/keeping-children-safe-in-dark/>

<https://www.rospea.com/road-safety/advice/pedestrians/children-road-safety>

Mobile Phones

As a result of talking, texting or listening to music on their mobile, children are less aware of dangers in their surroundings such as other people or traffic. *Dark conditions increase the risk of theft too.*

Stranger Danger

If your child travels on their own, encourage them to take the safest and best-lit routes and to *avoid dark shortcuts.*

Hazards in the dark

The dark can mask *potential hazards* such as potholes, broken glass and sharp objects.

Bicycles and Scooters

Children should stay close to their accompanying adult and to stop at junctions and driveways. Make sure the children and their bikes/scooters are clearly visible to other road users and pedestrians. *You can buy luminous accessories to hang from the bike/scooter and there are cool bands, lights and reflectors that children love wearing and sticking on their clothes and helmet.*

Bicycles are legally required to have both lights and reflectors fitted. The front light must be white and the rear light must be red. Both front and back lights are permitted to flash. *In addition, you should also consider spoke reflectors on wheels.*

Lead by example. Remember, we set the standards that children will follow