



5. Campaign spotlight

Age: 7-12



Learning objectives

1. I know the Green Cross Code, and safer crossing places on the road.
2. I know The Highway Code, rules of the road and road signs.
3. I know risk and the effect of risky behaviour and can develop strategies to cope with dangerous situations caused by others.

Learning outcomes

By the end of this lesson pupils will have:

- Reflected on their road safety learning.
- Decided how best to communicate key road safety messages for their area, to their peers.
- Explored how to create their own Road Safety Campaign to help their peers make positive road safety decisions.

Parental/guardian engagement

- Pupils could create an assembly where they present their Road Safety Campaign to an audience of parents/guardians and peers.
- Send parents/guardians an email asking them to put their child's poster up in the house when they bring them home.

You'll need:

- ✓ Teacher notes
- ✓ [Campaign planning sheet](#)

Introduction

Road ready? Expect the unexpected film:

Remind pupils how important it is for young people to see road safety information that is specifically related to the local issues they face near their school. Play the [Road ready? Expect the unexpected film](#) as a reminder.

If you've already explored the [THINK! Map](#) as part of the [Road ready](#) lesson go to **step 2**, otherwise start with **step 1**.

Step 1

Display the [THINK! Map](#) to the class. Explain that the [THINK! Map](#) contains lots of information about road accidents across the country. As a group choose a location on the map to focus on and try and work out what the most pressing road safety issues are in your local area by using the filters and information 'pop-ups' on the map. You could even drag and drop the yellow 'street view' icon to see the roads from the point of view of a pedestrian/driver.

Remember, road safety can be a sensitive issue, before delivering [THINK! Map](#) information, please check whether any young people have been affected by a serious road incident as a witness or a victim. For more guidance for educators' information [click here](#).

- Looking at the results of your [THINK! Map](#) search, what are the most common and/or recurring modes of transport, age of casualty, times of day, outside conditions?

- Ask pupils to consider how different weather conditions will result in drivers needing to adjust their behaviour - for example, if it's raining, drivers will need to give themselves more time to come to a stop or their cars may skid on wet surfaces.
- Looking at it from the other perspective, what do you need to consider as a pedestrian near roads in the dark, or in wet/icy conditions? *E.g. Wearing bright clothing so drivers can see you more easily, allowing more time for them to react.* If pupils have taken part in [The science of stopping](#) ask them how they think different weather conditions affect how quickly someone can stop – on a bicycle or in a car.

Step 2

Once pupils have established their list of local issues their task is to pick an age group (4-7 or 7-11 year olds) and design a road safety awareness campaign for them. Ask pupils what are the key tips and messages that they want to get across to this group of local young people – and what are the key things that they want those young people to know and do, in order to stay safer on local roads?

Their campaign should look at:

- The key information their chosen age group should know about road safety.
- Different ways to communicate this information to their chosen age group.

Review existing Road Safety Campaigns online or through your local council website and ask pupils to discuss which ones they think would work best for their chosen age group.

Teacher-led activity

Campaign planning sheet:

Model how to use the [campaign planning sheet](#). Pupils will need to work in groups/pairs and think about the age range they are targeting, how they will make their resource appealing to their chosen age group and the safety messages they are going to include.

Pupil-led activity

Groups/pairs should begin to plan their campaign using the planning sheet. They will identify who they are planning their campaign for and what they think their audience needs to hear. They will then start to consider different types of approaches.

Encourage them to think as creatively as possible in developing their campaigns and to continue researching online, if needed. Depending on how much time you have, pupils will either need to present their ideas at the end of the lesson or carry the work over in to a second lesson.

Differentiation

- Some groups of pupils may need adult support/reminding to develop their campaign specially for their chosen target audience, using the campaign planning sheet to aide ideas.
- For more able/older pupils consider asking how they would adapt their road safety campaign exercise if they were doing it for their parents/guardians/other adults: what are the local road safety issues? What can drivers, cyclists and pedestrians do to help to keep themselves and others safer?

Helping the ideas stick longer term

- Pupils can present their campaigns to their target audience.
- Showcase pupils' finished campaigns in the classroom or across the school, to act as environmental cues to help embed the learning.
- Introduce a 'road sign of the day' for Road Safety week, showing it to pupils in the morning and asking them to shout out it's meaning at the end of the day. If the school is doing a Road Safety week, this could be done in assembly.
- Consider asking parents/guardians to come in and hear the pupil's ideas for a parent-focused Road Safety Campaign.

Further recommended resources



Resource name	Format	Summary	Age range	Link
Know Your Area Activity Sheet: Cycle to School	PDF	Writing an article for school magazine to promote cycling to school	KS2	http://bikeability.org.uk/manage/wp-content/uploads/Know_Your_Area_Cycle_to_School.pdf
Cycling Road Sign Template	PDF	Try designing a road sign to let drivers know there are young cyclists ahead	KS2/3	http://bikeability.org.uk/manage/wp-content/uploads/Cycling_Road_Sign_Template.pdf



Resource name	Format	Summary	Age range	Link
Stay Safe Near Roads poster	PDF	Hold hands, walk safely and belt up poster	All	http://www.brake.org.uk/assets/images/Beep.pdf

