



Road safety campaign planning sheet

Circle the age group you are going to target

4-7 7-11

Which road safety messages are you going to focus on for this age group? Choose one.

- Green Cross Code
- Bike and scooter safety
- Considerate parking
- How to be a great passenger
- Getting distracted – friends, mobile phones
- Being seen

Think about your target audience in more detail

What would make your target audience want to **take notice of your idea?**

i.e. bright colours/
video/simple
sentences

What does your target audience **know about road safety already?**



When would be a **good time** to get your target audience to think about road safety?

What do you want your **target audience to do** after they have used your resource?

Where do you need to put your campaign so that your audience will **see it?**

Which type of method will work best for your target audience?

- Leaflet Video
- Poster Assembly
- Radio Show Competition

What else might you need to think about for your audience?