

Top tips to make road safety stick



Support your students in making some simple road safety changes, with our tried and tested behaviour change support guide:

1. Make it easy

Even though the basic requirements of the Green Cross Code or the Highway Code can't be changed, remember to make them sound and feel easy through engaging lessons. This will help encourage students to take action outside the school gates. If something feels like a burden to try on their own, or too much like hard work, students are less likely to do it.

2. Get your timing right

Reinforce road safety when the need is clear to students and to parents/guardians. Research shows relevant timing is more beneficial to students and helps to make messages stick. For example:

- When the clocks go back – as it gets darker earlier, the need to be safe on the roads is clear.
- Just before the summer holidays – young people are more likely to be out and about with friends and family on unfamiliar roads
- Ahead of an external school trip/away day/sports event – students will be in new and perhaps unfamiliar surroundings.

3. ...and repeat

Hearing a message consistently over time helps young people remember. Our content is designed to support this, for example watching [See, Think, Speak](#) and asking when students might need to use the mantra will help embed the key learnings.

4. ...with a little help from your friends

Consider rallying colleagues to get involved in delivering road safety education – a groundswell of support will make a bigger impression. Encourage students to demonstrate outputs to peers and parents/guardians through assemblies and homework activities.

5. Salience of consequences

Help students understand the real consequences of poor road safety behaviour. For example, if you don't use safer places to cross the road you might have an accident. But the salience of that consequence is that the accident might mean you couldn't play football any more, or you wouldn't be able to go to school for a few weeks and risk missing important exam information, and that your parent/guardian might have to take time off work to look after you.

6. Encourage confidence with independence, but not too much

Young people may have misplaced confidence in their own skills and knowledge i.e. 'I would do this because a parent/guardian/older sibling does it so it must be okay' (e.g. crossing on the Red Man, crossing at a corner, crossing while texting etc.). Flag up any errors of judgement in a road safety scenario and encourage young people to do so too, even with their peers.

7. Model behaviour

Being a role model can inspire young people and parents/guardians. During road safety lessons, ask students to imagine what advice they would give to someone in a risky road safety situation. Giving someone else advice means they feel more like a role model and are more likely to adopt the positive behaviours of a role model.

