



Safe Adventures

Toolkit for Child Pedestrian education PR activity



Contents

- Campaign Overview
- Key Messages
- Social Assets and Suggested Copy

Overview

THINK! is launching a new '**Safe Adventures**' campaign, aimed at raising awareness and providing solutions for the key road safety risks children face when they start independent journeys to new secondary schools.

INSIGHT

Parents of 10-11 year olds (Y6) are anxious about their child staying safe on the journey to and from secondary school, and nearly half [of children] have not received any pedestrian safety training in the last 12 months

Research also shows that parents do not consistently model positive behaviours, lack confidence, or rely on the school to teach road safety when there may not always be the capacity to do so.

CASUALTY DATA

Road casualty data shows that child pedestrian casualties more than double between the ages of 9 to 11.

Statistics show that the leading contributory factors for pedestrian casualties of children 0-15 are:

- **Failure to look** properly
- Pedestrians being careless or **in a hurry**
- Crossing the road by **parked vehicles**

Call To Action

The campaign encourages parents to:

- **Practice the journey to school** with their children
- **Role model best practice behaviour** (e.g. put your phone away)
- **Have a conversation on road safety** as part of the preparation for changing schools.

**EYES UP
SLOW DOWN
CROSS SAFELY**

Our three key road safety rules EYES UP, SLOW DOWN, CROSS SAFELY



'EYES UP' prompts children to put their phone away, look out for their friends and not distract them. Children should stay focused near traffic, look right, left and right again before crossing the road and continue looking and listening while they cross.

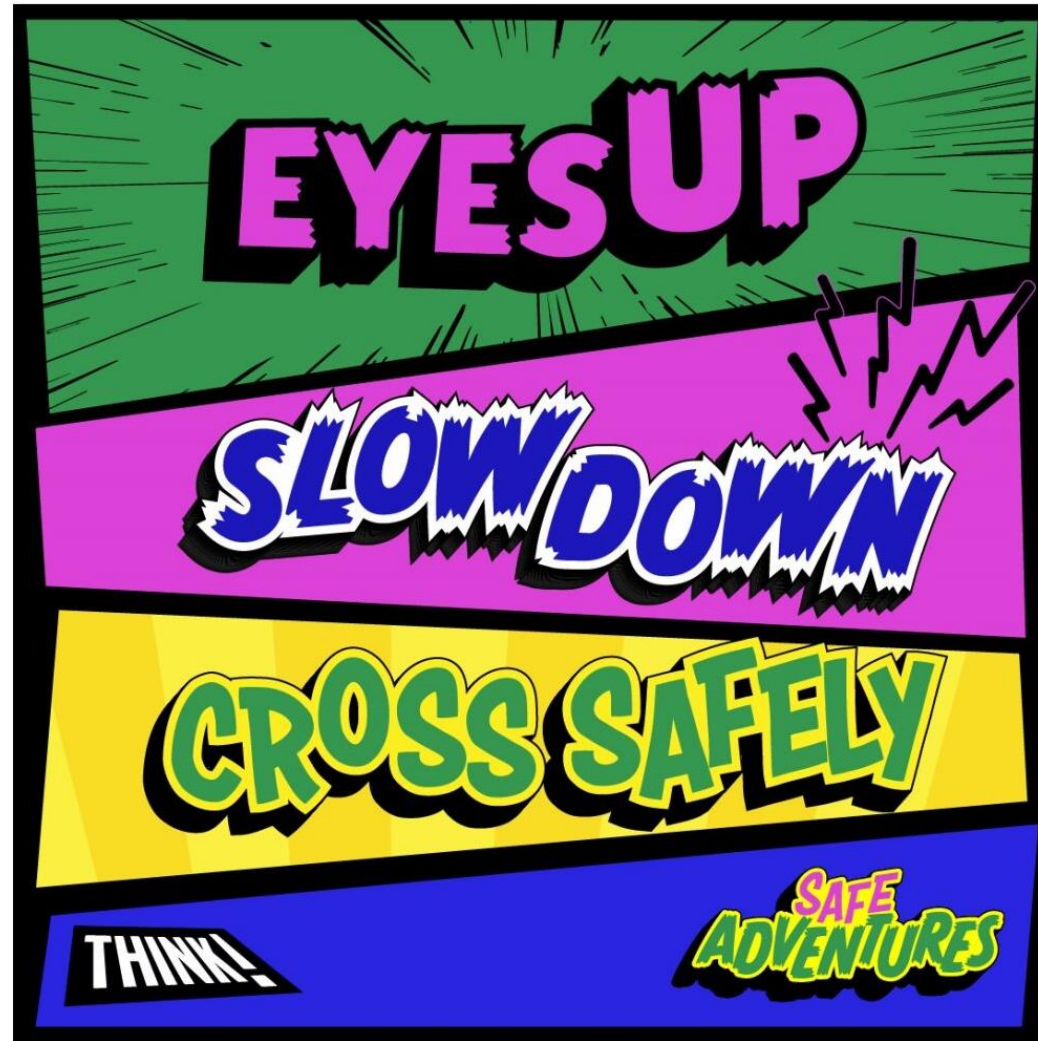
'SLOW DOWN' advises children to take care and don't run across the road when traffic is coming even if they think there is time. It can be difficult to judge the speed of traffic. If traffic is coming let it pass.

'CROSS SAFELY' reminds children to always find a safe place to cross, use a pedestrian crossing if there is one and choose a place where they can see clearly in all directions.

Singer and Mum, [Kimberly Wyatt](#) is supporting the campaign (pictured) with social posts, consumer, national and broadcast interviews.

Social assets

You can now amplify our social posts or download our assets from the [THINK! campaigns page](#) and share on your own channels with our suggested copy.



Suggested Copy and Alt Text

SUGGESTED COPY:

New school, new adventures!

Support #SafeAdventures and teach your child:

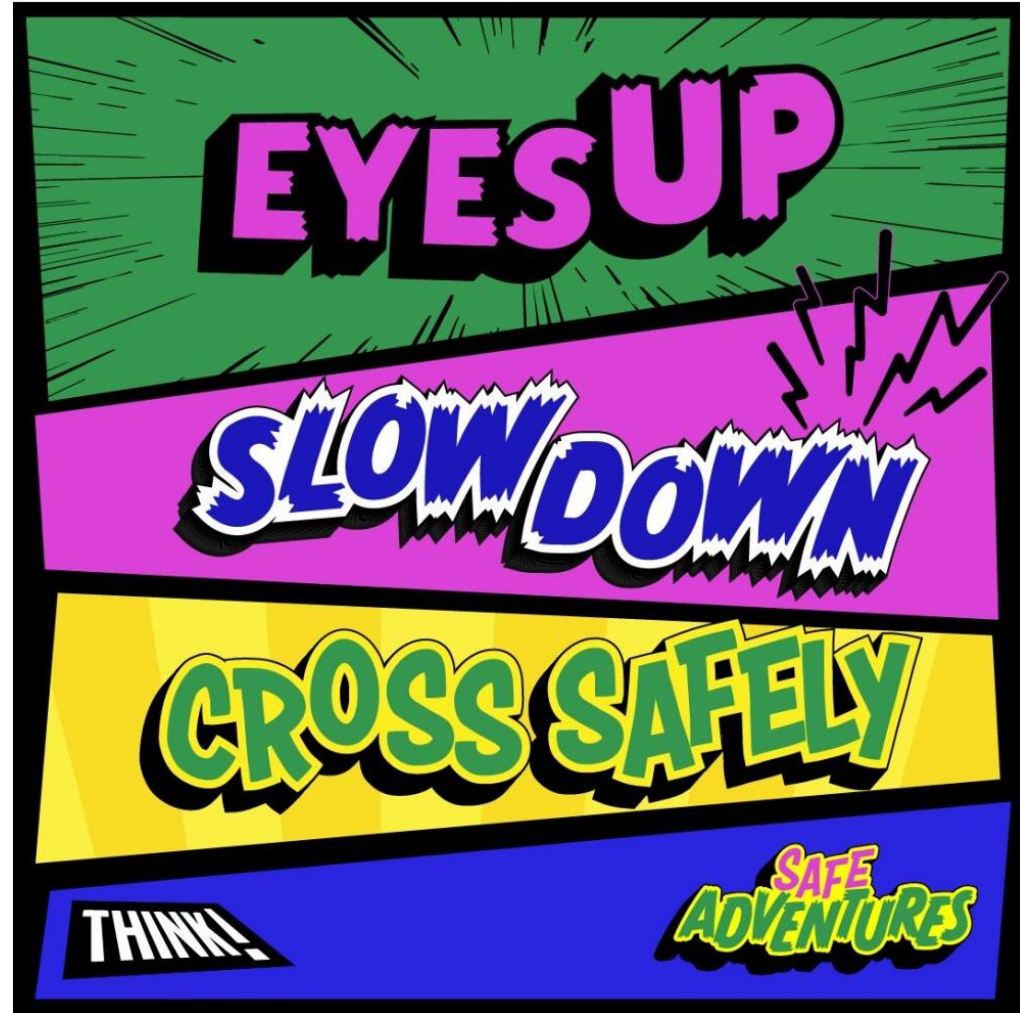
- 1 Eyes Up: Look around, avoid distractions
- 2 Slow Down: Never run across the road, assess traffic
- 3 Cross Safely: Avoid parked cars, use pedestrian crossing if there is one

More here:

<https://www.think.gov.uk/campaign/safe-adventures/>
#THINK!

ALT TEXT:

A square social post for use on Meta and Twitter with a brightly coloured comic style graphic, with the text 'Eyes Up', 'Slow Down', 'Cross Safely'. Includes the THINK! logo and 'Safe Adventures' sign off at the bottom of the image.



Eyes Up (stay focused)

- Feet should always be behind the curb. Look right, then left, then right again for traffic and listen - traffic can come from any direction. Sometimes you hear traffic before you see it.
- Look out for and listen for approaching traffic, particularly for cyclists and electric cars which could be quieter
- If you're going to be tempted to use your phone, put it out of sight before you set off.
- Before crossing the road take off your headphones
- Look out for your friends and don't distract them



Suggested Copy and Alt text

SUGGESTED COPY:

Option 1 – focussed on looking

Unlock endless opportunities by mastering road rules! 🚦

'Eyes Up' - Look around. Right, left, and right again.

Embark on #SafeAdventures.

Discover more at:

<https://www.think.gov.uk/campaign/safe-adventures/>

#THINK!

Option 2 – focussed on distraction

Unlock endless opportunities by mastering road rules! 🚦

'Eyes Up' - Avoid distractions, put your phone away and look out for your friends!

Embark on #SafeAdventures.

Discover more at

<https://www.think.gov.uk/campaign/safe-adventures/>

#SafeAdventures #THINK!

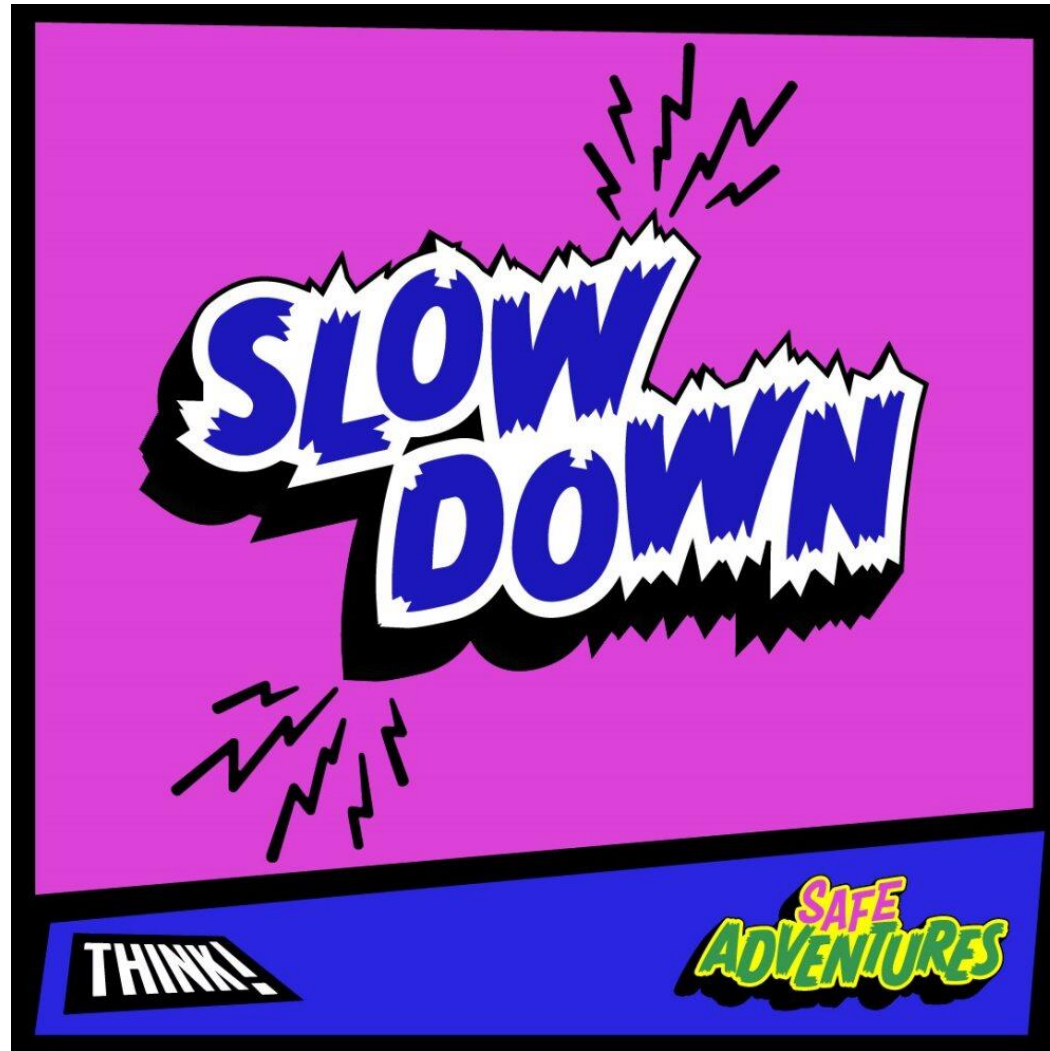


ALT TEXT:

A square social post for use on Meta and Twitter with a brightly coloured comic style graphic, with the text saying 'Eyes Up' in purple. Includes the THINK! logo and 'Safe Adventures' sign off at the bottom of the image.

Slow down

- Never run across the road when traffic is coming even if you think there is time. It can be difficult to judge the speed of traffic. Be aware that traffic may speed up. If traffic is coming let it pass .



Suggested Copy and Alt text

SUGGESTED COPY:

Explore endless opportunities with road rule mastery! ✨

'Slow Down' - never run across the road even if you think there is time.

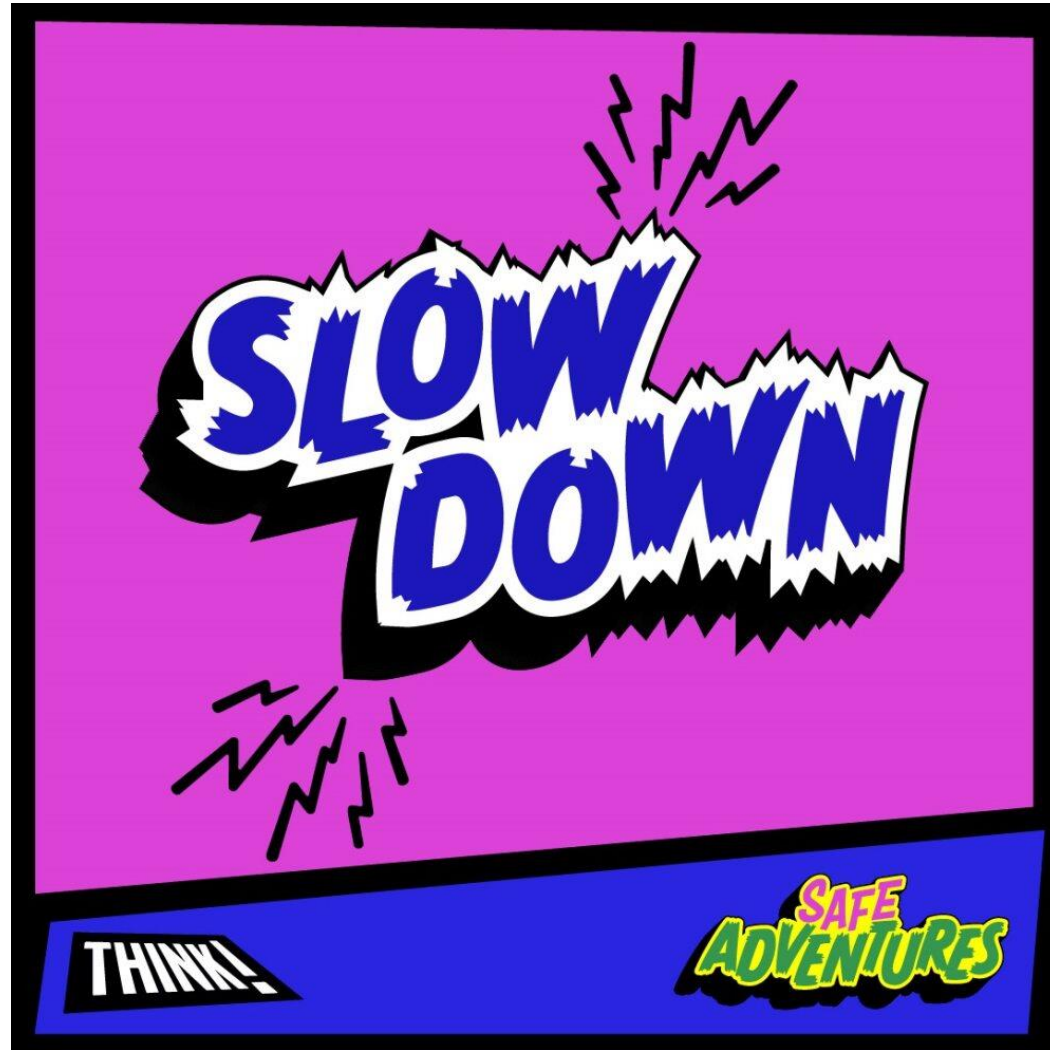
#SafeAdventures.

More here:

<https://www.think.gov.uk/campaign/safe-adventures/>

ALT TEXT:

A square social post for use on Meta and Twitter with a brightly coloured comic style graphic, with the text 'Slow Down' in blue. Includes the THINK! logo and 'Safe Adventures' sign off at the bottom of the image.



Cross safely

- Find a safe place to cross. Use a pedestrian crossing if there is one - press the button and wait for all traffic to come to a stop before walking straight across the road.
- Choose a place where you can see clearly in all directions. If an obstacle is blocking your view of the road, choose a better place to cross where you can see and be seen.
- Crossing between parked cars is particularly hazardous. Always use extra caution before crossing close to parked cars and avoid where possible. Use the outside edge of the vehicles as if they were the kerb, stop there and check for traffic right, left and right again before you enter the road. Check the vehicles are not about to move off - look for drivers in the cars, lights and listen for engines running.
- Don't cross near large vehicles and make sure it is easy to get to the pavement on the other side of the road.
- Wait for the bus to leave so you have a clear view of the road from both directions and you can also be seen by other road users.




Practice walk:

Research showed that it was crucial to teach children safe crossing between parked cars. While some also understood junction crossing, many didn't understand where to look.

Suggested Copy and Alt text

SUGGESTED COPY:

Unlock opportunities with road rule expertise 

'Cross Safely' - use a pedestrian crossing if there is one

OR

Choose a place to cross where you can see clearly in all directions, avoid brows of hills and bends. Cross where it is also easy to access the pavement on the other side

OR

Avoid crossing between parked cars, if you have to use the outside edge of the car as if it were the kerb – stop there and look right left and right again

OR

Taking the bus? Wait for the bus to leave before crossing the road so you have a clear view of the road from both directions and others can see you too

More here: [think.gov.uk/education-resources](https://www.think.gov.uk/education-resources)

#SafeAdventures #THINK!



ALT TEXT:

A square social post for use on Meta and Twitter with a brightly coloured comic style graphic, with the text 'Cross Safely' in green. Includes the THINK! logo and 'Safe Adventures' sign off at the bottom of the image.

How to Support

Sharing Our Assets

We are promoting this campaign via PR throughout the Easter holidays.

Assets will also be posted across THINK! social channels.

From today, you can amplify our organic social posts or download our assets from the THINK! campaign page and share on your own channels with our suggested copy.

*Assets are free to use for educational purposes, however if you would like to use the templates for paid or commercial opportunities, this may involve additional usage costs – please fill out a **usage request form**.*

Evaluating Activity

We will be measuring the impact of our activity with key audiences. We would be grateful if you could share any feedback or evaluation results for any of your supporting activity.

Contact Us:

If you have any questions or feedback for us, please contact DfTPUBLICITY@dft.gov.uk

Useful links

Below, we've shared a list of useful links to research referenced in the toolkit as well as resources for children of all ages.

- **THINK! Website**
<https://www.think.gov.uk/>
- **THINK! – *Safe Adventures* campaign page**
<https://www.think.gov.uk/campaign/safe-adventures/>
- **THINK! - Education resources for children of all ages**
<https://www.think.gov.uk/campaign/safe-adventures/>
- **Office for National Stats data – [mortality statistics](#)**
- **Stats 19 data – [Road Accidents data](#)**



Thank you