

There are 1.2 million deaths and 50 million injuries every year worldwide on roads

Help us



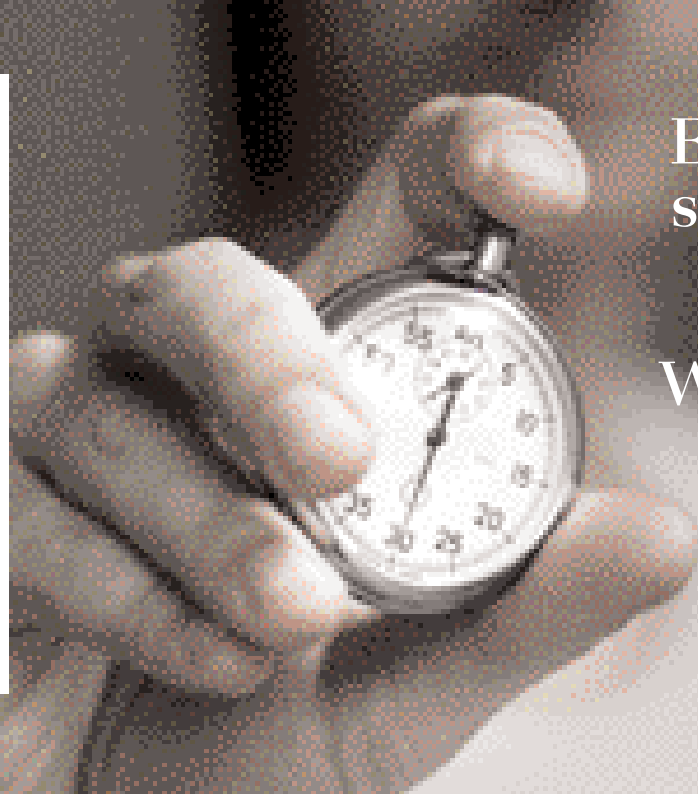
01484 559909

e-mail: brake@brake.org.uk
www.brake.org.uk
www.roadsafetyweek.org

PO Box 548, Huddersfield HD1 2XZ Registered charity No. 1093244

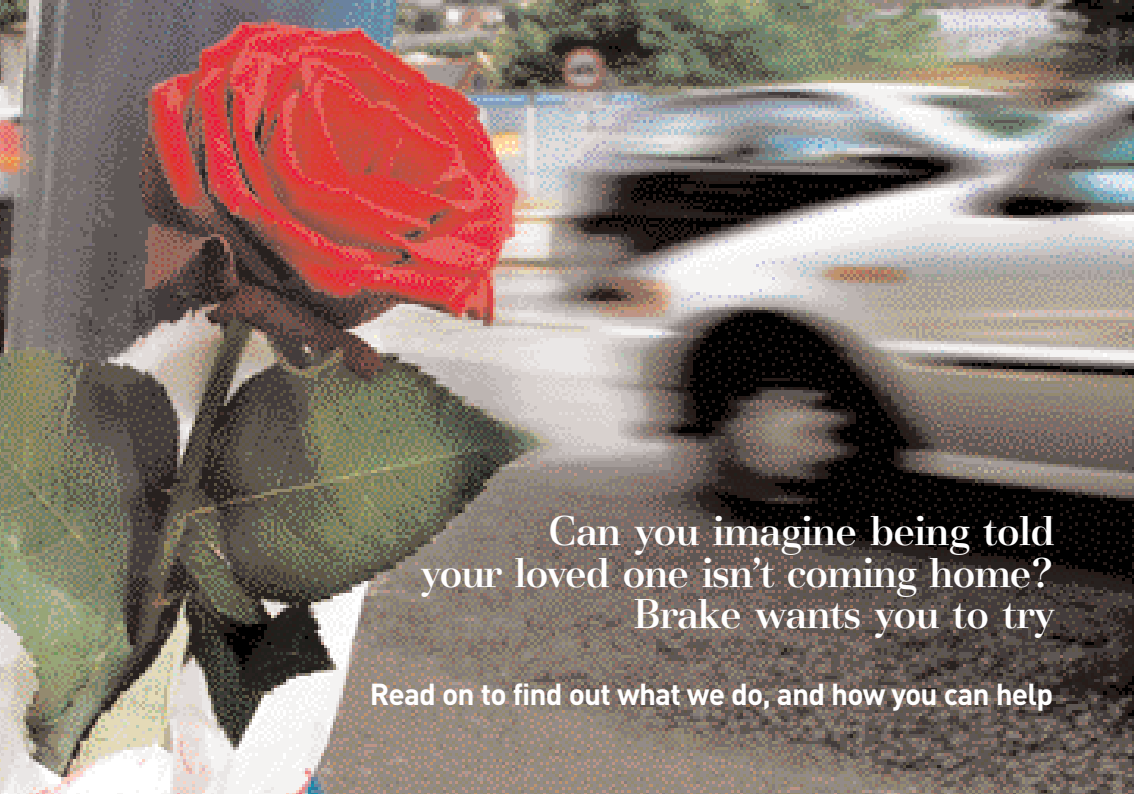
The production of this book was made possible thanks to family and friends of Adam Harvey who have raised funds for Brake. Adam died aged just 19 when he sustained serious head injuries in a crash. His friend, who was driving while over the drink-drive limit, had lost control and crashed into another car. His mum, Rosie, says:

“Adam was an extremely popular young man whose warmth and sense of fun touched the lives of so many people. His caring ways and unfailing smile are remembered by all his family and friends. Life can never be the same again without Adam. We miss him terribly.”



Every 30 seconds
someone is killed
on roads
Who will be next?





Can you imagine being told
your loved one isn't coming home?
Brake wants you to try

Read on to find out what we do, and how you can help

We can all make a difference

Brake's education programmes in schools, communities and companies help people understand what they can do and take positive action.

Governments can make a difference

Brake's campaigns for road safety legislation and enforcement and our information programmes for road safety professionals push road safety up the political agenda, share knowledge and get results.

Compassionate and practical support makes a difference

to the lives of the bereaved and injured. Brake provides that support.

It was an honour to be Tom's parents. To have him torn from us is impossible to describe. We can only call it devastating, both to our hearts and our lives.

Barry and Tracey, whose son was killed, aged 14, by a speeding driver





We help families face the unimaginable

Using paid workers and volunteers, we **support** bereaved and seriously injured people in their homes, over the phone, through acclaimed books and on line. We provide **emotional support** and practical **advice and advocacy**. These services are free, expert and effective.

We **train** professionals such as police and nurses, for free or at low cost, to work compassionately with families bereaved and injured on the road.

“All her life I was there to ‘kiss and make her better’ and my heart breaks that, this once, I wasn’t there for Eluned. I loved her unconditionally and overwhelmingly. There is a gaping chasm in our family. Life can never, ever be the same again.”

Ann Cleverley, whose daughter Eluned was killed, aged 18, by a drunk driver



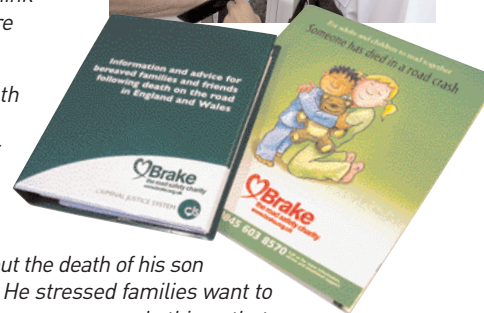
What people say about our support

“**Since the death of my fiancée** I have received invaluable support and can honestly say that had I not, I really don’t know what I would be doing now. I regard my Brake support worker as someone I am very lucky to know. You do an excellent job.”

“**Your bereavement guide** is our bible. Everything in it is just how we are feeling, which has been a great comfort. We don’t think there is anything else you could put in it to make it any more informative.”

“**Can I express my gratitude** for Brake’s help since the death of my son. My sincere thanks go to your helpline operator. Their tireless advocacy has led to us getting permission for a memorial where our son was taken. Without Brake we would have been swamped by bureaucracy and given up.”

“**Brake’s volunteer Tony came to talk to our police force** about the death of his son and to give Brake’s advice on supporting bereaved families. He stressed families want to know the truth and that every family is unique; police officers may say or do things that are confusing, and any question from the family is important to answer. The feedback was amazing; officers have been given invaluable tools.”



Brake helps communities put road safety first

Many people – often children, teenagers and the elderly – are killed on roads near their homes.

By working together, communities can stop the deaths and improve quality of life through simple measures, such as a pelican crossing, a lower speed limit, education of local teenage or company drivers, or a 'walking bus' to help children get to school safely.

We provide the tools to help communities achieve these goals.



Our **community volunteers** are trained by our **Road Safety Academy** to give hard-hitting presentations about road deaths and how to prevent them to young drivers, parents, and company drivers.

We run **national community events** to promote road safety. We founded and run Road Safety Week, which has a dedicated website www.roadsafetyweek.org to help you get involved.

Our **community pages at www.brake.org.uk** provide a wealth of on-line information about how to improve road safety locally and how to be a safe road user.

We run **special events for schools and nurseries**, enabling educators to meet curriculum goals while also teaching road safety and having fun.

Our quality, hard-hitting **resources**, ranging from DVDs to e-learning packages, educate key groups such as young drivers and parents.

We **campaign loudly and effectively** through politicians and the media for road safety measures in communities, such as lower speed limits and tougher testing of new drivers. We take part in Government committees and consultations.





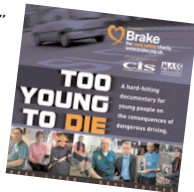
What people say about our community work

"The young children really enjoyed all the different activities on their Beep Beep! Day, thanks to Brake. The materials you provided were excellent and we still have the posters on display! I greatly admire and support the work of your charity."
Pamela Mann, Stepping Stones Childcare

"Your DVD for young people is high-impact and thought-provoking and an essential tool in teaching Citizenship." Dame Jean Else, head teacher, Whalley Range High School

"I would like to thank your volunteer for coming into school last Friday. The students agreed it was one of the most powerful talks they have ever experienced. Many were deeply moved." Martin Davison, head of sixth form, Gateways School, Leeds

"Brake's Record Breaking Walking Bus is a perfect opportunity for children to help raise awareness of road safety in their local community and our school, while enjoying themselves too!" Naseem Iqbal, teaching assistant and home liaison officer at Redhill School, Birmingham



*RSW quote FROM A POLICE OFFICER OR RS OFFICER NOT A SCHOOL! xxx
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Campaign successes!

Cameras for communities

Initially, there were some very strange rules restricting the placement of speed cameras in the UK. Communities were told they could only have a camera near their school or home if three people had been killed or seriously injured in the past three years – in other words, communities must sacrifice children before action would be taken. We helped explain to Ministers that you can't assess the danger of a road based on whether or not people have already died; a community may have been lucky. The rules were changed and cameras can now be installed without requiring deaths. Cameras are effective: research shows they reduce speeds, crashes and casualty levels.

Mobile madness

Brake helped the UK Government understand that using mobile phones while driving is incredibly dangerous. Initially, the Government wasn't keen to do anything, but we published research on the use of mobiles while driving and worked with insurance company Direct Line and research body agency TRL to publicise the findings that using phones is more distracting than talking to passengers or listening to the radio. We got a delegation of MPs to support our 'Shut Up Britain!' campaign, got loads of coverage in the media, and went to meet the Minister to present the evidence. Shortly afterwards, the Government banned the use of hand-held phones while driving.



Shut Up Britain!



We help professionals to promote road safety

There are many professionals who care deeply about road safety and can make a real difference, including road safety officers, enforcement agencies, fleet managers and academics.

- Our Fleet Safety Forum promotes 'road risk management' to companies through guidance, training, events and an annual awards programme.
- We promote international exchange of road safety knowledge through our Road Safety Forum, through e-bulletins, web forums, workshops and conferences on topics ranging from drugged driving to speed.
- We conduct research on the behaviour and attitudes of drivers and communities, helping to steer road safety publicity campaigns.



What professionals say about our work

"The response to your Driver training has been amazing. I can't count the number of people who have told me they have changed their driving. I am determined to keep this safe driving culture alive in the company." Tracey Young, fleet manager, Arval UK

"The conference for fleet managers was excellent. Well put together, a good range of subjects, highly inspiring and motivational. It was good to listen to hands-on people whose achievements prove their points." J. Wood, Group Operations Director at Barrett Steel Ltd

"Brake's international road safety e-bulletin is an effective method of communicating best practice and initiatives. I always welcome it as an opportunity to share ideas with colleagues." Steve Whitehouse, Principal Safety Officer, Sefton Council

"Since attending Brake's course on working effectively with the media I have done 50 or so radio and TV interviews." Chief Inspector Paul Berry, Derbyshire Police

"Thank you for a very successful conference on speed bringing together a range of interesting topics and stimulating debates." Kevin Patton, Safer Roads Partnership, West Mercia

"Your DVD about fleet driver safety is the most powerful tool I know to drill home awareness of road safety to our drivers." Neil Eastwood, heavy vehicles depot manager, ACS&T

So that's
what we do.

What are
YOU doing?



“Emma had such a zest for life. She loved her job as a nursery nurse and loved to dance with her friends. Four people died that night, but part of me also died along with Emma.”

Sarah Greathead, whose daughter Emma was killed aged 18 in a head on collision caused by an overtaking young driver.

Fundraise...
Volunteer...
Join us...



“My family's life was torn apart in seconds. My brother and sisters, who were still very young, could not understand why mum had gone and why we couldn't all live together anymore. That's why I got involved with Brake. What's your reason? Do you need one?”

Naomi Long whose mother Tracy, 39, a single mother, was killed by a drunk driver.



Fundraise!



Whether you fancy a coffee morning, a parachute jump, dressing up silly at work, or a karaoke night, our fundraising team can help you to help us while having fun...

Carl climbs

Carl's wife Linda and their unborn child were both killed in a crash. Carl conquered all 71 2,000ft mountains in the Lake District. *"I want to help others who find themselves in the same situation I did. I also want to raise awareness about the pain and suffering that is created every day and support Brake's campaigns which really make a difference."*

Victoria parachutes

One of Victoria's classmates was killed in a crash. *'When I was in the plane I wondered what I was doing, but after that it was awesome! I'll definitely do something else for Brake next year.'*



Companies team build!

Minor Planet has cycled coast to coast. Kidd's Distribution and FedEx have held race nights. Dyfed Powys Police have cycled four counties. Ashton Morton Slack has played golf, and Pannone has run. Thank you to these companies and many more.



Lynne cycles

Lynne cycled the length of Britain in memory of her colleague, Kevin, killed in a crash. *"Life just seems to whiz by and sometimes I wonder what's it all about? How can we make a difference? This is my contribution to Brake's work."*



Nova and Bill dance

Nova and Bill hosted a charity evening in memory of their son, Dominic, killed aged 18. Candles were lit and there was an auction, disco, buffet and raffle. *"Dominic died a senseless death and we miss him desperately. It was a wonderful way to pay tribute to him and raise funds for Brake."*



If they can do it, you can. You don't have to be bereaved. You just have to care.
Call us on **01484 559909** Log on **www.brake.org.uk** Email **brake@brake.org.uk**

Volunteer!

Will you volunteer for Brake and promote road safety in your community? With training, resources and help from us, will you give road safety presentations to children, parents or colleagues?

Hi I'm Nick and this is me playing kurling in my wheelchair. Before the crash my sports were snowboarding and football. I was driving to work and thought 'they're going slow, I'm going to overtake'. I pulled out and the last thing I remember is raising my arm to protect my face – I had driven into the path of a lorry. I work with Brake to help teenagers understand the dangers and learn from my mistakes. If I can do it, so can you.

If Nick can, you can.
You don't have to be in a wheelchair.
You just have to care.

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Toby's story

Toby's mum died in a road crash when he was just 12, killed by a drunk driver. Now 17, Toby is a dedicated Brake volunteer and has won our Volunteer of the Year Award for his amazing work. For three years he has arranged for his school to participate in Road Safety Week. He has spoken to the whole school (over 700 pupils); led a road safety patrol, and organised a road safety play. He has even arranged for the paralympic athlete Danny Crates, who lost his arm in a crash, to talk at the school.

Toby organised a fundraising cycle trip in aid of Brake from his home to Lands End (370 miles). He took responsibility for the whole trip; planning the safest route; booking accommodation; and arranging media coverage. He persuaded fifteen pupils and staff to take part, raising over £5,000.

Toby says: I don't want to come across as angry and bitter -no way! I'm not that at all. Sometimes it has been difficult, for example speaking in front of my school. But the thought of my mum being so proud has driven me on. My motto is 'Don't dwell on the past - it won't change. Look to the future - you can change it.'

If Toby can, you can. You don't have to be bereaved.
You just have to care.

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Join us

Give a little, or a lot! If you just want to help, but don't have any time, give a regular donation and we'll send you e-bulletins about our work. You can donate on line or by calling us up.

If you are a road safety professional or fleet manager, join our relevant subscription scheme to receive regular research and information to help you do your job. Talk to our subscription scheme managers for rates and benefits.

Get in touch, it's easy!
Call us on **01484 559909**
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Be a corporate partner

If you represent a corporation, give a corporate donation or sponsor one of our projects.

Talk to our corporate fundraising team, who can tell you the many benefits and opportunities of being one of our valued corporate partners. Go on line to see our many existing blue-chip supporters, ranging from RBS to the Co-op.

“At 3M we believe that commercial success and corporate social responsibility are inseparable, so we are committed to making a fitting contribution to the communities in which we operate. Our sponsorship of Road Safety Week helps us to be actively involved in a subject that is of genuine concern to the general public, is relevant to our business and is something with which our employees want to be involved.”

Corporate Communications Manager John Klee, 3M United Kingdom plc

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