Brake’s Kids Walk is coordinated by road safety charity Brake. On Wednesday 13 June 2018* thousands of children aged 4-11 from across the country will put their best feet forward to promote road safety and the benefits of walking.

The children will take part in a short, supervised walk at or around their school to highlight the importance of kids being able to walk without fear or threat from traffic.

**What is Brake’s Kids Walk?**

Brake’s Kids Walk is a short, supervised walk, involving thousands of children walking at the same time to promote important road safety messages. Children walk in pairs in crocodile formation, while holding hands, to emphasise the importance of being able to walk without fear or threat from traffic. It’s a great way to inspire and engage children about the dangers they face, promote the health and planet-saving benefits of walking, and raise awareness among parents and the wider community about the need to protect children on roads. It’s also a great opportunity to fundraise for Brake and support families who have lost loved ones in road crashes.

**How to take part in Brake’s Kids Walk**

1. **Plan your event**
   Plan a route that is about 500m long and starts and ends at the school gates. Make sure your route follows quiet streets with safe footpaths and crossing places. You will need to carry out a risk assessment and enlist the help of plenty of adult volunteers to accompany the children.

2. **Fundraise for Brake**
   Decide whether you would like to organise a Wear Your Stripes Day to raise funds for Brake or run the event as a sponsored walk. More information, including sponsorship forms, are included in your action pack.

3. **Tell people what’s happening**
   Start talking to children and parents about Brake’s Kids Walk. Make banners and posters to advertise the event and let local media know what you’ll be doing. Enlist the help of local road safety professionals such as the police or fire service to accompany you on the day and to close roads if necessary. Brake can help put you in touch – email kidswalk@brake.org.uk.

4. **Talk about road safety**
   Use the resources in your action pack to get children thinking about what they want to make their walks safer, how to take care near roads, the importance of holding hands, and the value of walking more.

5. **Make sure you’ll be seen**
   Work with children to make road safety banners and posters to carry while they are walking. Ask children to wear their brightest clothes on the day and ensure you have enough hi-vis vests for all adult volunteers to wear too.

6. **Get the whole community involved**
   Ask parents, grandparents and carers to show up and support you during the walk. If you walk past local shops and businesses, ask them to come out and show their support too. Invite your local newspaper and/or radio station to cover the event.

7. **Final preparations**
   Remind anyone who is helping on the day when they need to arrive and what their responsibilities are. Make sure everyone is prepared for all weather conditions, with sturdy shoes and coats and/or sunhats and sunscreen if necessary.

8. **Get walking**
   We hope you’ll have loads of fun while you’re out walking in your community but please remember the importance of being safe at all times.

9. **Tell us what you did**
   We’d love to hear how your walk went. Please share your photos and stories on social media and let us know what went well (and anything you feel could have gone better). And please don’t forget to send in any monies raised (details of how to do this are in your action pack).

For a step-by-step guide to planning and carrying out your Brake’s Kids Walk, please use the checklist for organisers on page 4 of this guidance.

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*You can hold Brake’s Kids Walk on Wednesday 13 June 2018 or on another day to fit in with your school calendar.
Engaging children with road safety

Road safety is a subject that even the youngest children know something about because road danger affects everyone. If you’re reading this, then you should have received your action pack full of resources to use before and during your walk. We have literally hundreds of examples of how you can run road safety activities with children, but here are a few more ideas and tips on how to make your Brake’s Kids Walk really special.

Assemblies and lesson plans
Use our whole-school assembly plan or our individual lesson plans to explore why footpaths, cycle paths, safe places to cross, slow traffic and clean traffic are so important for children to be able to walk safely in their communities.

Activity sheets
Our activity sheets are a fun way to introduce road safety topics to children. We’ve put together a great selection of puzzles, games, colouring and other activities to keep brains and fingers busy.

Raise awareness among parents
You can use Brake’s Kids Walk to engage parents with key road safety topics and ensure they are doing everything they can to protect children and set a good example. You can do this by:
- telling parents that you are taking part in Brake’s Kids Walk and encouraging them to discuss road safety and its importance at home;
- giving advice on what they can do to help keep their families safe and healthy – ask parents to look at the advice on brake.org.uk/families; and
- printing and displaying the free posters from your action pack in your entrance hall, or on a noticeboard where parents will see them, or use the images on your website, Facebook page or e-newsletter.

Road safety in the media
Brake’s Kids Walk is a great way to raise awareness among the local community about how to keep children safe. Getting local media coverage helps get this important message out, it’s great publicity for you, plus children often love being in the local paper, radio or on TV! Use our template press release to invite local media to your event. Please make sure you have parental permission for photos and filming. Email us at kidswalk@brake.org.uk if you need more advice.

Fundraise for Brake
Fundraising for Brake helps us to support families who have lost loved ones in road crashes and campaign for safer roads. All efforts to fundraise for Brake during Brake’s Kids Walk, through sponsorship, donation or a Wear Your Stripes Day, are greatly appreciated.

A sponsored walk
Make your Brake’s Kids Walk a sponsored walk using the sponsorship forms provided in your action pack. Send out sponsorship forms a week before the walk and ask children to bring in the money they have raised on the morning of the walk. See page 4 of this guidance for details of how to pay sponsorship money to Brake.

Wear Your Stripes Day
Organise a Wear Your Stripes Day on the day of the walk, where everyone donates £1 to Brake and comes to school wearing fun, bright, stripy clothes in support of Brake’s mascot Zak the Zebra. You can opt for traditional black and white stripes, or go as bold as you dare! Why not see if you can get whole families to dress in stripes for the day and present awards for the brightest and wackiest costumes?
Donation
We appreciate not all schools are able to run the walk as a fundraiser. Many schools opt to make a small donation to Brake instead. This helps cover the cost of any resources and our staff time. If every school donated just £20 we would raise enough money to support 25 families who have lost loved ones in a road crash.

For more fundraising ideas, including bake sale recipes and staff room activities, go to www.brake.org.uk/fundraising.

Brake’s Kids Walk action pack
The Brake’s Kids Walk action pack contains lots of resources to help you run your activities. Inside your pack you will find stickers, certificates, activity sheets, colouring sheets, posters, banners, sponsorship forms and fundraising ideas. Digital versions of these will also be emailed to you, along with an assembly presentation and lesson plans.

If you need any additional resources, please email kidswalk@brake.org.uk or call 01484 550061.

A note about sensitivity
Discussions about road safety should be approached with care. If you are aware that a pupil has been affected by a road crash, either directly or indirectly, please talk to their parent/guardian before involving them in any of the Brake’s Kids Walk activities. Please take all children’s needs into consideration when planning your activities and carrying out risk assessments.

Age range
We provide suggestions and resources for fun activities to engage children with the theme of road safety. The activities are designed for children aged 4–11 but many can be enjoyed by young people of all ages.

Get in touch
To find out more about Brake’s work with parents, educators and communities, go to www.brake.org.uk. For more information about Brake’s Kids Walk, go to www.brake.org.uk/kidswalk or email kidswalk@brake.org.uk.
Check list for organisers

Use this guide to set up a safe and successful Brake’s Kids Walk for road safety!

First steps – right now!

☐ Put the date in the school calendar: Wednesday 13 June 2018*
☐ Let parents, teachers and pupils know about the walk. Display posters in your entrance or classrooms and include the images provided in your action pack on your website, newsletter or social media pages.
☐ Designate a member of staff to lead on organising the event.
☐ Plan a route that starts and ends at the school gates. We recommend you walk about 500m. Make sure your route follows quiet streets with safe pavements. (If you don’t have a safe route outside your school, you can still take part by doing the walk in your school grounds, calling for local roads to be safer for kids!)
☐ Carry out a risk assessment for the walk. You’ll find a risk audit form in your action pack.
☐ Organise volunteer stewards – at least one adult supervisor for every eight children of year 3 or older who are taking part, and more for younger children. Brake can help put you in touch with local fire, police, MPs or Co-op staff if you need additional support.
☐ Check your school’s insurance policy is current and covers the event.
☐ Ask local police to help on the day, including stopping traffic if you have lots of kids taking part, and talking to pupils about road safety.
☐ Use the template press release in your action pack to tell local media about your event.

A few days before...

☐ Remind all adult supervisors and guests helping on the day when they need to arrive and what their responsibilities are.
☐ Remind parents that children will need to dress appropriately to take part in the walk with sturdy shoes and coats and/or sunhats and sunscreen as necessary.
☐ Remind children to dress brightly on the day and to bring their sponsorship forms/donations on the day.
☐ Arrange for a teacher to take photographs during the walk, so images can be shared on social media, sent to Brake and used in your newsletter.

On the big day, Wednesday 13 June 2018*

☐ Recheck the route for safety in case of new hazards.
☐ If you are holding a sponsored walk, collect pupils’ sponsorship forms and monies raised (please keep the sponsorship forms as Brake will need these to reclaim Gift Aid!)
☐ Ensure all adult supervisors (and a designated photographer) have turned up and are clear about their responsibilities.
☐ Hand out hi-vis vests to adults and get the pupils to put their stickers on.
☐ Get your banners ready at the front of the walk, plus any placards made by the kids.
☐ Line up children in pairs holding hands, and remind them to walk safely at a sensible pace and stay away from the edge of the kerb.
☐ Take lots of photos.
☐ Have a great time and please be safe!

Afterwards (and before end of term)...

☐ Give every child their certificate, say well done, and repeat road safety lessons learnt.
☐ Thank all adult supervisors and helpers.
☐ Collect in any outstanding funds and sponsorship forms.
☐ Email event photos to kidswalk@brake.org.uk so we can use on our website and social media.
☐ Reply to the short feedback survey we email you by the end of term so we can consider you for our star schools awards!

You can pay in any money you have raised during Brake’s Kids Walk using any of the following methods. Please remember to mention the name of your school:
1. Use the paying-in slip included in your action pack
2. Pay online at www.brake.org.uk/donate
3. Call us on 01484 550061 to pay by card
4. Post cheques to: Brake, PO Box 548, Huddersfield, HD1 2XZ

Please post sponsorship forms to the address above so we can claim Gift Aid.

Thank you for taking part in Brake’s Kids Walk and helping your community think about road safety and walking more!

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1. RPRCS8 Table RAS 30024: Reported casualties by age band, road user type and severity, Great Britain, 2016

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