



# Quick guide to taking part

## Wednesday 24 April 2024

### What is a Beep Beep! Day?

A Beep Beep! Day is a road safety day run by schools, nurseries, playgroups or childminders to teach important road safety basics to very young children (aged 2-7). It's also a great opportunity to talk to parents and carers about how they can help keep young children safe around roads or campaign to address a local road safety issue. Beep Beep! Days are organised by Brake, the road safety charity, with support from Aardman Animations' Timmy Time.

### Why are Beep Beep! Days important?

Road safety is the perfect topic for activities that can really engage, protect and benefit young children. Even though they shouldn't walk or cycle independently, young children are still at risk of being hurt or killed when walking or cycling. It's not nice to hear, but every day children are killed or seriously injured on our roads.\*

Beep Beep! Days focus on three important road safety topics:

1. Holding hands with a grown up when walking near roads
2. Crossing roads at safe places with a grown up
3. Using a child seat when travelling by car.

### How do I run a Beep Beep! Day?

Brake provides everything you need to run your Beep Beep! Day.

Your action pack contains:

- Activity cards to help you teach children about road safety
- Posters to tell people about your Beep Beep! Day and fundraising activity
- Certificates to thank you for taking part
- A road safety postcard to colour and take home
- A letter to parents
- A social media toolkit.

For all this and more, go to

[www.brake.org.uk/beep-action-pack](http://www.brake.org.uk/beep-action-pack)



### Fundraise for Brake

Help support Brake's vital work caring for families who have lost loved ones in road crashes. Hold a Wear Your Stripes fundraiser and ask everyone to dress in fun, stripy clothes, and make a donation to Brake. Go for the traditional black and white stripes of a zebra crossing or be as bright and bold as you dare! Ask grown ups to wear their stripes too and present awards for the best outfits.

### Timmy Time - helping young children learn about road safety

Timmy's youth and inexperience make him the perfect character to help very young children learn important lessons about road safety. As Timmy and his friends head off to Nursery, they have lots to learn about the important things in life, including caring for other people and doing 'the right thing'. With support from Timmy and friends, we can help you to focus everyone's attention on making travel safer and healthier for all.

### Tell us what you did

We love to see photos of children taking part in Beep Beep! Days to learn about road safety. Share your photos and stories on social media using [#beepbeepday](https://twitter.com/brakecharity) and tag us [@brakecharity](https://twitter.com/brakecharity) or you can send them to us by email to [beepbeep@brake.org.uk](mailto:beepbeep@brake.org.uk).

Find out more at [www.brake.org.uk/beep](http://www.brake.org.uk/beep)



Organised by



Brake is a road safety charity that supports people after road crashes and campaigns for safe and healthy journeys for all.

In 2022, 571 children aged seven or younger were killed or seriously injured on roads in Britain; 313 of these were walking and 20 were cycling. Department for Transport (2023) Reported road casualties Great Britain, annual report: 2022 and supporting data sets

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