

WITH
Brake
Kids
Walk

Shaun
the
Sheep®



COMMUNICATIONS TOOLKIT

Every child has the right to make safe and healthy journeys

Organised by



Sponsored by



Featuring





Use this communications toolkit to tell people you're taking part in Brake's Kids Walk on Wednesday 14 June

- Tell parents and carers why road safety is important to you
- Share content on social media
- Contact local press about your campaign
- Encourage others to take part

Need help? Contact the Brake team on kidswalk@brake.org.uk

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Parent / carer letter



Let your parents and carers know you are taking part in Brake's Kids Walk this year, to learn about road safety and to stand up for children's rights to make safe and healthy journeys in the local community.

Use this template information to update your newsletter, parents portal or send a letter home.

Dear parent/carers,

Our school is taking part in Brake's Kids Walk on Wednesday 14 June.

This nationwide event is organised by Brake, the road safety charity, to help pupils promote the benefits of walking and learn about road safety. More than 600 schools and 90,000 children are taking part across the country. We will be taking part in a short walk [insert details of where you will be walking] and using banners and posters provided by Brake to help children call for safer roads in our community.

Brake's Kids Walk is an important event because it helps children understand that they have a right to make safe and healthy journeys every day, and that grown ups can help them to do this. As well as taking part in the walk, pupils will be learning about road safety in class and in assembly. They will be learning that they need safe places to walk and cycle and cross roads, and that they need slow and clean traffic as well. We will also be helping pupils present a 'Kids' manifesto for safe and healthy journeys' to [insert name of local authority or MP] to address our local road dangers [give detail if required, e.g. speeding traffic on school road, no safe crossings].

Sadly, children of all ages are at risk of being hurt or killed when walking near roads. On average, six children are killed or seriously injured on roads in Britain every day – that's equivalent to a whole classroom of children every week. Brake, the road charity, supports families affected by road crashes and campaigns for safe and healthy journeys for all. As part of our Brake's Kids Walk activity, we will be fundraising for Brake by [insert details of your fundraising activity, e.g. holding a Wear Your Stripes Day, sponsored walk, cake sale, drinks and ice creams, etc]

What can I do as a parent/carers?

If possible, please walk with your child/children to school and talk about the things they need to make their journeys safe. If you have to drive, please park in a safe place away from the school entrance [add details if required] and walk as far as you can. You can help your child/children understand that their voice is important and that they can make a difference by asking grown ups to keep them safe near roads. Say that young children should always walk or ride with a grown up on safe paths away from traffic, and cross roads at safe places. By using roads safely they can help protect themselves and others. On Wednesday 14 June, please make sure that your child/children wears comfy shoes for walking and that they bring [a coat/hat/water bottle etc]. [Add details here if you are taking part in a fundraising activity.] If you are able to, please support Brake's work with a donation. You can also text KIDSWALK to 70085 to donate £3 to Brake.



Social media



Tell your followers you are taking part in Brake's Kids' Walk! Tag our charity on social media and use #kidswalk to help us raise awareness for the importance of road safety in schools.

Brake social media channels

Hashtag: #kidswalk

Handles: @brakecharity or Brake, the road safety charity

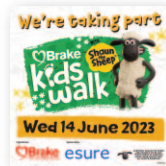
Our social media channels:



Images to share

We're taking part images available in

English



Square
[DOWNLOAD](#)

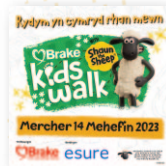


Rectangle
[DOWNLOAD](#)



email header / footer
[DOWNLOAD](#)

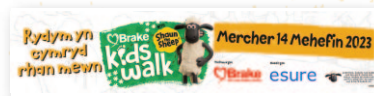
Welsh



Square
[DOWNLOAD](#)



Rectangle
[DOWNLOAD](#)



email header / footer
[DOWNLOAD](#)

Suggested posts:

Before – help us spread the word!

On average 6 children are killed or seriously injured on UK roads every day. That's why we're taking part in #kidswalk with @brakecharity to learn about road safety and shout out for children's rights to safe and healthy journeys.

Brake.org.uk/kidswalk

On Wednesday 14 June 2023 we will be joining thousands of school children across the UK in taking part in #kidswalk with @brakecharity – a short, supervised walk to share important road safety messages with our community

Brake.org.uk/kidswalk

On the day – share your photos (with permission)

Today we are taking part in @Brakecharity #kidswalk – we want to shout out for improved road safety to keep our children safe when walking near our roads.

Brake.org.uk/kidswalk

By taking part in @Brakecharity #kidswalk we can help children call for the key things they need to make their journeys safe: footpaths, cycle paths, safe places to cross, slow traffic & clean traffic.



Photo permissions

We'd love to be able to use photos of your school taking part in Brake's Kids Walk on our website and social media channels to encourage other schools, families and organisations to take part in future events. We would also like to be able to use your photos in our proposals and reports for organisations who help fund our projects – it's a great way to illustrate how people can get involved with road safety activities.

In accordance with our data protection policy, Brake will ensure all images are kept securely and will not pass these onto any third parties without written consent.



We need your written permission to be able to use your photos. To give us permission, please email your photos to kidswalk@brake.org.uk with the following information:

- I confirm that I own the copyright for the photos supplied and have permission from any people shown to share their image.
- I have permission from the parent/carer of children aged under 16 to share their image.
- I give permission for Brake to use the photos I have provided on its website and social media channels and in other publications as an example of how people get involved with road safety activities.

Name:

Job title:

Name of school or organisation:

Date:



Press release templates

How to use this press release template:

Replace the highlighted text with information about your school/community/

Brake's Kids Walk activities, then paste the whole thing into an email and send to your local newspaper, magazine, TV and radio station. Paste the headline into the subject bar. Please copy in kidswalk@brake.org.uk.

Don't forget to delete this paragraph and get rid of the highlighting!



PRESS RELEASE from [Your organisation name]

For immediate release

Contact [name] on [phone] or [email]

[Insert name of school or town] schoolchildren are taking to the streets for their right to get to school safely with Brake's Kids Walk

- **[insert name of school] join hundreds of schools across the UK taking part in Brake's Kids Walk on Wednesday 14 June 2023**
- **More than 90,000 primary schoolchildren call for safe footpaths, crossing places and slow traffic**
- **Six children are killed or seriously injured on UK roads every day**
- **Shaun the Sheep is supporting the children by helping them learn about road safety and asking their grown ups to keep them safe near roads**

Pupils at [insert name of school] will join thousands of primary schoolchildren across the UK to shout out for road safety by taking part in Brake's Kids Walk – a coordinated campaign where schoolchildren march round their local community to highlight local issues of road safety and call for safer streets.

Brake's Kids Walk is run by Brake, the road safety charity, with the help of Aardman's Shaun the Sheep. The ever-popular character is helping children ask their grown ups to keep them safe near roads and to call for changes to make the roads safer and healthier for children. Children of all ages are at risk of being killed or seriously hurt when walking, cycling or wheeling near roads. On average, six children are killed or seriously injured on roads in Britain every day – that's equivalent to a whole classroom of children every week. Brake's Kids Walk is a short, supervised walk on Wednesday 14 June to promote the benefits of walking and call for the five things that children need to make safe journeys on foot or by bike: footpaths, cycle paths, safe crossing places, slow traffic and clean traffic.

Pupils from [insert name of school] will use free resources provided by Brake to learn about road safety in class, in assembly and while out and about. They will also find out how to take part in a road safety campaign and have the opportunity to present a children's manifesto for safe and healthy journeys to [insert name of local authority or MP] to raise awareness of local road danger and call for safe spaces to walk and cycle. [provide more brief details about your activity – one or two sentences on what you're doing, and what you're trying to achieve]. [insert name of school] is also calling for road safety teaching to be part of the curriculum, as there is currently no statutory guidance for this.

Brake's Kids Walk 2023 is sponsored by esure.



Press release templates (contd.)



Lucy Straker, Campaigns Manager at Brake, said:

“It’s every child’s right to be able to walk in their community without fear of traffic and pollution. It is vital that children are able to walk safely in the places where they live. This year we hope to inspire as many children, schools and families as possible through our Brake’s Kids Walk event. We’re delighted [insert your school name] is getting involved and helping children shout out for their right to make safe and healthy journeys, every day.”

[Insert name and title of your representative] said:

“[If you would like to add your own quote about why you’re supporting Brake’s Kids Walk, add it here – otherwise, remove this text]”

David McMillan, CEO at esure Group, added:

“We are delighted to continue our partnership with Brake’s Kids Walk and to raise awareness of the importance of safer roads and cleaner air for schoolchildren across the UK.”

For more information about Brake’s Kids Walk and to sign up to take part, go to www.brake.org.uk/kidswalk or email kidswalk@brake.org.uk.

Notes to Editors

- Brake is a national road safety charity, founded in 1995, that exists to stop deaths, serious injuries and pollution on roads, and to care for families bereaved and injured in road crashes. Brake has been running walking events for schoolchildren at a national level for more than 15 years. The charity is also behind Road Safety Week – the UK’s biggest road safety campaign each November. www.brake.org.uk.
- esure Group is one of the UK’s leading personal lines insurers. The Group provides motor and home insurance products through the prominent esure and Sheilas’ Wheels brands, and currently has a total of more than 2.4million policyholders.

For more information, please email kidswalk@brake.org.uk

Media are invited to attend [name of event – complete this section if you want media to attend your event – otherwise, remove this text]:

WHERE: [name and full address of venue]

WHEN: [time and date]

CONTACT: [full name, title and phone number of your primary contact person]

/END



Got any questions? Email the Brake team on kidswalk@brake.org.uk

