



Wednesday 14 June 2023

Taking part GUIDANCE

Organised by



Sponsored by



Please read this first

Brake's Kids Walk involves thousands of primary schoolchildren walking at the same time to promote the health and planet-saving benefits of walking and shout out for their right to make safe and healthy journeys.

Use the handy checklist for organisers on page 4 to make sure you don't forget anything important!



Brake's Kids Walk is supported by Aardman and Shaun the Sheep

Shaun is helping children call on their grown ups to keep them safe near roads and help them make safe and healthy journeys every day

Why is Brake's Kids Walk important?

At Brake we believe that everyone has the right to walk safely in their community, without fear of traffic and pollution. Danger from traffic is a big factor in whether families are able to walk safely in the places where they live. It affects their ability to be healthy and socially active.

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 class of children every single week.¹

Brake's Kids Walk is a great way to help children understand the dangers they face, promote the 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.

What's in your Brake's Kids Walk action pack?

Your action pack has everything you need to help you...

- 1 Plan your walk**
 - Quick guide to taking part
 - Checklist for organisers
 - Risk assessment
- 2 Tell people what you're doing**
 - We're taking part posters
 - Letter to parents
 - Social media toolkit*
 - Template press release*
- 3 Shout out for safe and healthy journeys for children**
 - Kids' manifesto for safe and healthy journeys
 - Banners
 - Campaign posters
- 4 Talk about road safety in class**
 - Lesson plans*
 - Assembly presentation*
 - Assembly overview
 - Colouring sheets
 - Activity sheets
 - Spot safe crossing places when you're out and about
 - Road safety postcard
 - Hands-up survey
- 5 Raise money for Brake**
 - Fundraising posters
 - Sponsor forms
- Celebrate your success**
 - Certificates – for school and children*
 - Stickers

*These items are available online only

You can download and print extra copies from your online action pack. These resources are also available in Welsh.

www.brake.org.uk/kidswalk-action-pack

1. Department for Transport (2022) Reported Road Casualties in Great Britain: Annual Report 2021, and supporting data tables



How to take part in Brake's Kids Walk

1 Plan your walk

Plan a route about 500m long that starts and ends at the school gates. Make sure your route follows quiet streets with safe footpaths and crossing places. You'll need to carry out a **risk assessment** and get help from plenty of adult volunteers. Your local police or fire service may be able to help.

Make sure you'll be seen

Ask children to wear their stripes on the day and ensure you have enough hi-vis vests for adult volunteers. Brake recommends that children hold hands and walk in crocodile formation.

Your action pack contains **banners** and **posters** for children to carry while they are walking. Children can make their own banners and posters too. Remember you are helping children to shout out for their right to make safe and healthy journeys and to call for the five things they need for safe journeys: footpaths, cycle paths, safe places to cross roads, slow traffic and clean traffic.



2 Tell people what you're doing

Start talking to children and parents and local media about what you'll be doing. Put up the **posters** in your action pack. Spread the word – we've put together a simple **communications toolkit** to help you. Ask parents and carers and local shops and businesses to show up and support you during your walk.

Road safety in the media

Get people in your local community talking about road safety and your children's right to make safe and healthy journeys. Getting local media coverage is 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 permission from parents or carers for photos and filming. Email kidswalk@brake.org.uk if you need more advice.

3 Shout out for safe and healthy journeys for all children

Present the **Kids' manifesto for safe and healthy journeys** to your local authority or MP. Raise awareness of local road danger and ask them to create safe spaces with slow traffic for your children to walk or ride. There's a detailed guide to presenting your manifesto on page 4.

4 Talk about road safety in class

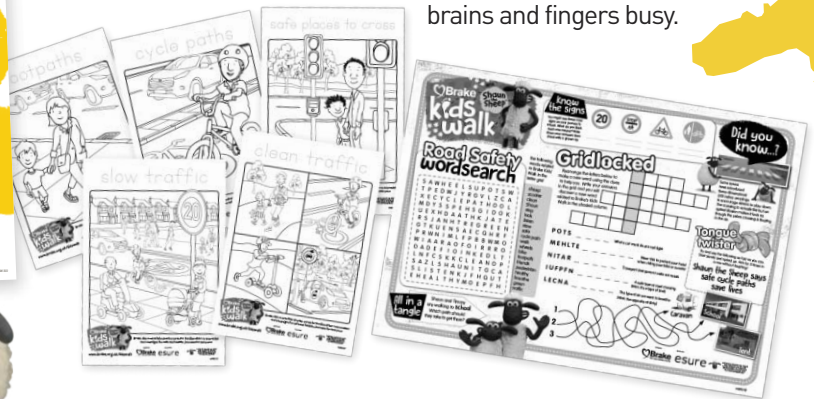
Your action pack is full of fun, engaging activities to help children understand why slow traffic and clean air matter for safe and healthy journeys, and how they can ask grown-ups to keep them safe near roads. The activities are designed for children aged 4–11 but many can be enjoyed by young people of all ages.

Assemblies and lesson plans

Use the **assembly presentation** or **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. Talk about how you are taking part in a road safety campaign and why children's voices are so important. The **hands-up survey** will help children talk about the journeys they make and will help you prepare your **Kids' manifesto for safe and healthy journeys**.

Activity sheets

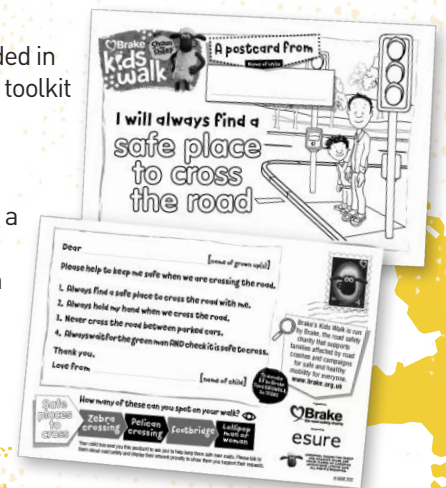
Our **activity sheets** are a fun way to introduce road safety topics to children. We've put together a great selection of puzzles, games, colouring and other activities to keep brains and fingers busy.



Raise awareness among parents

You can use Brake's Kids Walk to engage parents and carers with key road safety topics and ensure they are doing everything they can to protect children and set a good example.

- Tell parents and carers that you are taking part in Brake's Kids Walk and encourage them to talk about road safety at home
- Print and display the free **posters** from your action pack in your entrance hall, or on a noticeboard where parents will see them
- Use the images provided in your communications toolkit on your website, in your newsletter
- Ask children to colour a **road safety postcard** and send it home with the **letter for parents and carers** in your action pack.



5 Raise money for Brake

Road crashes are devastating events for the people involved, their families and the wider community. Brake cares for families after road crashes and campaigns for safe and healthy journeys for all. Fundraising and donations are a vital source of funding for our work. Please support us if you can. Your action pack contains **fundraising posters, a sponsorship form and stickers** you can print. See page 6 for details of how to pay sponsorship money and donations to Brake.

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.



Wear Your Stripes Day

Organise a Wear Your Stripes Day on the day of the walk, where everyone swaps their school uniform for fun, bright, stripy clothes in exchange for a donation to Brake. You can opt for the traditional black and white stripes of a zebra crossing, 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

To donate £3 to Brake text **KIDSWALK** to 70085

We appreciate not all schools are able to organise a fundraiser. Many schools choose to make a donation to Brake instead. Every donation we receive, helps us support families who have lost loved ones in a road crash and campaign for safe and healthy journeys for everyone. We are so grateful for your support.

To make a donation, go to www.brake.org.uk/donate

For more fundraising ideas go to www.brake.org.uk/fundraise

6 Celebrate your success

There are certificates for all children taking part and one for your school too - please display this to tell everyone how

BAA-riliant! you are.

Your action pack also contains plenty of stickers for all children taking part, and a few for the grown ups too!

Tell us what you did

We love to hear how you've got on. Please share your photos and stories on social media using **#KidsWalk** or email kidswalk@brake.org.uk.

On social media please tag us **@brakecharity** so we can tell even more people how children are campaigning for safe and healthy journeys.

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 them and/or their parent or carer before involving them in any of the Brake's Kids Walk activities.

Get in touch

To find out more about Brake's work with parents, educators and communities, go to www.brake.org.uk/families. For more information about Brake's Kids Walk, go to www.brake.org.uk/kidswalk or email kidswalk@brake.org.uk.

"The children really loved walking with the banner. Cars, cyclists and pedestrians all acknowledged the children which made them feel noticed and important."

Jenny Edwards, class teacher,
Darnhall Primary School

"All of the resources provided by Brake were useful and of excellent quality. I used the assembly presentation with the whole school and class teachers used the pupil resources with their classes. These helped to raise awareness of key road safety issues with the children. Overall, taking part in Brake's Kids Walk was an excellent experience."

Mairi MacLeod, headteacher,
Laxdale Primary School



Checklist for organisers



Follow our step-by-step planner to run a safe and successful event and make sure you don't forget anything important

First steps – right now!

Plan your walk

- Put the date in your school calendar: **Wednesday 14 June 2023***
- Choose a member of staff to take the lead on organising the event.
- Decide where you will walk. 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 walking in your school grounds, calling for local roads to be safer for kids!)
- Organise volunteer stewards – you will need at least one adult supervisor for every eight children aged 8-11, and more for younger children.
- Ask your local police force, fire service or local authority road safety officer if you need additional support, for example to stop traffic so children can cross roads safely, or talk to pupils about road safety.
- Plan when you will run lessons, assemblies and other activities using the resources provided in your action pack.
- Decide how you can fundraise for Brake to help support families who have lost loved ones in road crashes and campaign for safer roads. You can hold a Wear Your Stripes Day or a sponsored walk, run a bake sale, sell drinks and ice creams or simply ask families to donate **£3 to Brake** by texting **KIDSWALK** to **70085**.

Essential checks

- Carry out a risk assessment for the walk. You can use the route risk assessment template provided in your action pack.
- Check your school's insurance policy is up to date and covers the event.

* You can hold Brake's Kids Walk on **Wednesday 14 June 2023** or on another day to fit in with your school calendar.

Kids' manifesto for safe and healthy journeys

Every child has the right to make safe and healthy journeys where they live. By taking part in Brake's Kids Walk, you can help children call for the key things they need to make their journeys safe: footpaths, cycle paths, safe places to cross, slow traffic and clean traffic.

Your action pack contains a **Kids' manifesto for safe and healthy journeys** for your school to present to a local decision-maker (your local authority or MP). There is space to write what changes you need to address your own local road safety issues.



How to present your manifesto:

- Write the name of your school in the space provided
- Write what would help you make safe and healthy journeys in your area, for example you could say that you want: 20mph speed limits on all roads near your school, or other measures to slow traffic, such as speed bumps; properly segregated cycle paths; improved or new crossing places; or traffic restrictions for particular vehicles or at particular times.
- Ask people who support you to add their names and say why they support the manifesto
- Find out the name of the person at your local authority who is responsible for road safety and invite them to join your walk. Invite your local MP to come as well. Explain that after the walk your pupils would like to meet them to present their manifesto.
- Ask children to present the manifesto. They can also hold up the large posters provided in your action pack to reinforce the message that all children have the right to make safe and healthy journeys and that they need footpaths, cycle paths, safe places to cross, slow traffic and clean traffic to enable this.
- Invite local media to take photos and write about children campaigning for their right to make safe and healthy journeys.
- Share your story on social media and on your website. Please tag **@brakecharity**.

At Brake, we have lots of experience of helping people campaign for road safety. If you would like more help and advice about presenting your manifesto, please email kidswalk@brake.org.uk



Two weeks before...

Tell others

- Use the communications toolkit in your action pack to tell local media about your event.
- Let parents, teachers and pupils know about the walk. Put up posters and share the images provided in your action pack on your website, newsletter or social media pages.
- Ask your school governors, counsellors, MP, local road safety officer and other key decision-makers in your community to support your calls for children's right to make safe and healthy journeys.

Talk about road safety

- Start talking to children about their right to make safe and healthy journeys where they live. Talk to them about how to take care near roads and the value of walking more. Get them excited about taking part in Brake's Kids Walk. Explain that you are taking part in a road safety campaign.

Essential checks

- If you would like adults to wear high-vis vests, check you have enough for all adult volunteers. If you need more, you can ask your local authority if you can borrow these and other road safety resources if available.
- Check you have enough stickers, sponsorship forms and certificates from Brake for each child taking part, plus your banner (all included in your action pack).



A few days before...

Remind people what is happening

- Remind all adults who are helping on the day when they need to arrive and what their responsibilities are.
- Remind parents and carers 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 wear their stripes on the day and to bring their sponsorship forms/donations.
- 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. Ensure you have permissions from parents and carers for children to be photographed and for photos to be shared with Brake.

Run road safety activities

- Hold a road safety assembly to tell pupils about Brake's Kids Walk using the Powerpoint presentation provided in your action pack.
- Use the lesson plans provided in your action pack to talk to children about their right to make safe and healthy journeys, what they need to make their journeys safe and how to ask for change to make their journeys safe.
- Send important road safety messages home to parents and carers: Ask pupils to send a road safety postcard to their parent or carer. Postcards and an accompanying letter to parents are included in your action pack. Ask pupils to take the postcard and letter home and talk to their grown ups about the things they need to stay safe near roads.
- Ask pupils to make road safety banners and posters to carry during the walk – you can display these in your entrance area before and after the walk too. Remind children about the key things they need to make their journeys safe.

Plan your fundraising activity

- If you are holding a sponsored walk, ask pupils to colour and take home sponsorship forms provided in your action pack. They will need to bring back their completed forms with any money they have raised after the walk.
- If you are holding a Wear your Stripes day, ask pupils to plan their brightest stripiest outfit and donate £1 to Brake.

On the big day

- 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

- Celebrate your success! Please share your pictures on social media to show how children are campaigning for road safety. Together we can get as many people as possible to join our conversation and talk about how to make roads safer for everyone. Don't forget to tag us [@Brakecharity](https://www.facebook.com/Brakecharity).
- Give every child their certificate, thank them for taking part, and repeat road safety lessons learnt.
- Thank all adult supervisors and helpers.
- 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 use your feedback to make future events even better!

If you have fundraised for Brake

You can pay in any money you have raised during Brake's Kids Walk using one of the following methods. Please remember to mention the name of your school:

Pay online at www.brake.org.uk/donate

Email finance@brake.org.uk and we will send you our bank details and explain how to make a payment

Please post sponsorship forms to **Brake, PO Box 548, Huddersfield, HD1 2XZ** so we can claim Gift Aid.



Thank you for taking part in Brake's Kids Walk.
We think you are

BAA-rillicant!

www.brake.org.uk/kidswalk

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

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