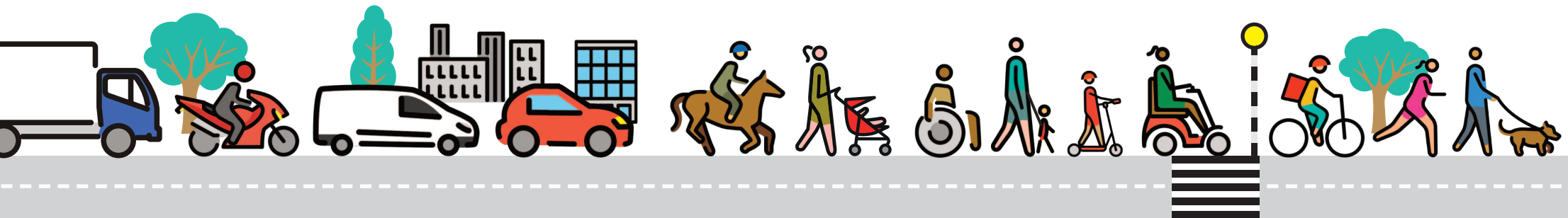


SAFE PEOPLE ON THE **MOVE**

Every journey. Every time.

Road Safety Week

15–21 November 2026



Toolkit for educators

www.brake.org.uk/RoadSafetyWeek
#RoadSafetyWeek

- Find out more about Road Safety Week
- Shout out on social media
- Help children and young people learn about road safety in a fun and engaging way
- Fundraise to help Brake support more road victim families

Organised by



Sponsored by



WAYMO

Thank you for signing up to take part in Road Safety Week 2026

Road Safety Week is Brake's biggest annual campaign. Every year, thousands of communities, schools and organisations get involved to shout out for road safety where they live and work.

It's never a nice fact to hear, but **road crashes are the leading cause of death for children and young people worldwide**,¹ and **seven children are killed or seriously injured on UK roads every day**.^{2,3} The numbers are shocking, and there has been no significant reduction for more than a decade.

Road Safety Week is a great opportunity for you to help the children and young people you work with to learn about road safety.

This year's Road Safety Week is all about people. It's about the way we use our roads, and how we can all be safe when we're on the move.

We'll be starting conversations at a national and local level about how we can make our roads safer.

We're delighted you have decided to join us to share the message that, whoever we are and however we travel, we can all do something that will make a difference.

We can all be safe people on the move to make every journey safer, every time we travel.

Thank you for your support.
We couldn't do it without you!

Ross Moorlock

CEO, Brake, the road safety charity



1. World Health Organization (2023) Global Status Report on Road Safety 2023. www.who.int/teams/social-determinants-of-health/safety-and-mobility/global-status-report-on-road-safety-2023
2. Department for Transport (2026) Reported road casualties Great Britain, final results: 2025
3. Police Service of Northern Ireland (2026) Police Recorded Injury Road Traffic Collisions and Casualties Northern Ireland 2025 Key Statistics Report

Use this simple toolkit to help you take part in Road Safety Week and talk about why it is important



- Tell people why you are taking part in Road Safety Week 2026.
- Raise awareness of the devastating impact of road crashes.
- Help children and young people understand the importance of using roads safely, however they travel.
- Talk about the benefits of active travel and how we can make our journeys safer whether we walk or wheel, ride or drive.
- Host a Big Tea Brake and raise vital funds to support families affected by road crashes.
- And much more

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You'll find all the resources you need to take part in your Road Safety Week action pack, available on the Brake website at www.brake.org.uk/road-safety-week/action-pack-for-educators



Road Safety Week is an annual campaign, organised by Brake, the road safety charity

Every year, thousands of communities, schools and companies get involved to shout out for road safety where they live and work.

Why is Road Safety Week important?

- Five people die on UK roads every day.*
- Every day, seven children are killed or seriously injured on UK roads.
- Last year, 1,594 people died on UK roads. Another 29,446 suffered serious, life-changing injuries.^{1,2}

Road Safety Week gives us all the opportunity to:

- Raise awareness of road safety.
- Remember people killed or injured on UK roads.
- Call on the Government to commit to life-saving measures to prevent road death and injury.
- Raise funds to help Brake care for road victims and campaign for safe roads for all.

Road Safety Week 2026: Safe People on the Move

This year, we are putting people at the heart of Road Safety Week.

We want to help people understand that whoever we are, and however we travel, the choices we make can help us protect ourselves and each other.

This Road Safety Week, we'll be learning how we can all be safe people when we're on the move. Every journey, every time.

Read on to find out how you can get involved.



* 10-year average 2016-2025

1. Department for Transport (2026) Reported road casualties Great Britain, final results: 2025

2. Police Service of Northern Ireland (2026) Police Recorded Injury Road Traffic Collisions and Casualties Northern Ireland 2025 Key Statistics Report

Safe people on the move

Whether we walk or wheel, ride or drive, we all share our roads when we are on the move.

We all make mistakes sometimes, and if we make a mistake on a road the consequences can be really serious. The good news is that a few small changes can make a big difference. As safe road users, we can help protect ourselves and each other, so that everyone is safer on our roads.

As safe road users we can:

- Remember that the choices we make when we walk or wheel, ride or drive make a difference – and those choices can sometimes mean the difference between life and death.
- Comply with road rules and share responsibility for the safety of everyone who uses roads.
- Understand that those with the potential to do the most harm must take the greatest responsibility for safeguarding people who are more vulnerable on roads than them.

Safe road use is an important part of the safe system approach to road safety – a shared approach to prevent death and serious injury from road crashes.

Let's make every journey as safe as possible, whoever we are and however we travel.



How to take part in Road Safety Week

Road Safety Week is for everyone and there are lots of different ways to get involved.

All children and young people use roads, and many have experienced road danger. Children's health and lifestyles are also often heavily influenced by their family's travel choices and local road safety.

Road safety is the perfect topic for a lesson or project that can really engage, protect and benefit children and young people, and Road Safety Week is the perfect time to do it.



Road safety on the curriculum

Under new statutory guidance for RSE and Health Education, from September 2026, all primary and secondary schools are required to teach pupils about road safety under personal safety in the health and wellbeing section of the curriculum.

For primary schools, this includes how to recognise risk and keep safe around roads.

For secondary schools, this includes how to identify risk and manage personal safety in increasingly independent situations, including around roads. Educators are also required to help students learn about recognising and managing peer influence in relation to risk-taking behaviour and personal safety.

Road Safety Week is a great opportunity to teach young people about road safety in a fun and engaging way, and will help you work towards your learning goals.

Shout out about Road Safety Week

Use our posters, press release templates and social media images to tell other people that you're taking part and supporting Road Safety Week.

Let parents and carers know what your school is planning for Road Safety Week in your school newsletter or on social media, and encourage them to talk about road safety at home.

Encourage others to sign up too at www.brake.org.uk/RoadSafetyWeek.

Help children and young people understand how to be safe when they're on the move and what they need to make their journeys safe.

We've put together some simple resources to help you teach the children and young people you work with about using roads safely.

- **Early years educators** – use Brake resources to teach road safety basics to very young children, including crossing roads at safe places and holding hands with a grown up when walking near roads.
- **Primary schools** – talk about being safe when on the move, using our fun lesson and assembly plans. People who walk and cycle are especially vulnerable on roads, accounting for more than one third of road deaths and serious injuries in Britain. Find out more about how we can make those journeys safer.

- **Secondary schools** – as young people start to travel more independently, help them understand how the choices they make when using roads can make a big difference to their safety.

The Highway Code states that those with the potential to do the most harm must take the greatest responsibility for protecting more vulnerable road users. Explore what this looks like in practice and share simple tips to remember the hierarchy.



Help parents and carers learn about safe people on the move

Help them understand how to be good role models for the children and young people they care for. Use our factsheets to explain how the way we drive affects our risk of being in a crash, and how modern technology can help us to drive safely.



Fundraise to support Brake

Make time for tea this Road Safety Week. Put the kettle on and join the Big Tea Brake.



Whether you host at school or at home, it's the perfect excuse to gather for a cuppa, enjoy some sweet treats, and raise vital funds to support road crash victims and campaign for safer streets. Go to page 10 to find out more.

Your **FREE** Road Safety Week action pack is full of teaching resources on the theme of **SAFE PEOPLE ON THE MOVE**, with lesson plans, posters, factsheets and more.

You'll find all the resources you need to take part on the Brake website at www.brake.org.uk/road-safety-week/action-pack-for-educators.

Discussions about road safety should be approached with care. If you are aware that a student has been affected by a road crash, either directly or indirectly, please talk to their parent/guardian before involving them in any Road Safety Week activities. Please take individual needs into consideration when planning your activities and carry out risk assessments where required.



Shout out on social media

One of the best ways to take part in Road Safety Week is to share our messages and images on social media.

- Help people understand the devastating effects of road crashes on everyone involved.
- Raise awareness of how we can all take action to make our roads safer.
- Follow Brake on social media and share our content.
- Use the sample text and social media images provided to write your own posts.
- Post from personal or organisational accounts.
- Tag Brake and use **#RoadSafetyWeek** to be part of the conversation.

There are dozens of images available to share this Road Safety Week. Find them all on the Brake website at www.brake.org.uk/road-safety-week/action-pack.



@brakecharity



Brake, the road safety charity

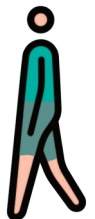


Brake, the road safety charity

Click here
to access more
social media
images.



See next page for some messages you can share on social media alongside our images →



Here are some examples of some messages you can share on social media alongside our images.

Please share your own thoughts on why Road Safety Week is important to you, and any personal experience you may have to help people understand the true impact of road crashes.



We are taking part in #RoadSafetyWeek with @brakecharity 15-21 November to raise awareness of the 5 people killed on UK roads every day and how the choices we make when we travel can save lives.
www.brake.org.uk/road-safety-week

Using roads safely helps make journeys safe for everyone. Whether we drive, walk, wheel or ride, we can all do something that will make a difference.

We can all play a part to make our roads safer and protect each other from harm.

I'm / We're supporting Brake's #RoadSafetyWeek campaign to raise awareness of how we can all be safe when we're on the move.
Learn more at www.brake.org.uk/road-safety-week

We are taking part in #RoadSafetyWeek with @brakecharity 15-21 November to raise awareness of the impact of road crashes and to support and remember road victims www.brake.org.uk/road-safety-week

Fundraise for Brake this Road Safety Week

Make time for tea this November and fundraise for Brake.

This November, we'd love you to put the kettle on and join The Big Tea Brake. Whether you're hosting at school or at home, it's the perfect excuse to gather for a cuppa, enjoy some sweet treats, and raise vital funds to support road crash victims and campaign for safe journeys for everyone.

Host anytime in November, or join the movement during Road Safety Week to help us make an even bigger impact.



How to take part

- 1. Sign up to host a Big Tea Brake —** Register to get your free downloadable Big Tea Brake kit packed with everything you need.
- 2. Plan your Big Tea Brake —** Pick a date that suits you during Road Safety Week!
- 3. Raise money your way —** Ask for donations for every drink and slice, run a bake sale, or hold a raffle. It's up to you!

After signing up, you'll get access to our digital Big Tea Brake Kit, including:

- Invites and posters.
- Cake labels and DIY bunting.
- An impact poster to show the difference your event makes.
- A fundraising toolkit packed with tips and ideas.

Sign up today at
www.brake.org.uk/time-for-tea

Why host a Big Tea Brake?

Every Big Tea Brake makes a difference. Whether you raise £10 or £1,000, your event helps us be there for families devastated by road crashes and fuels campaigns to prevent future tragedies.

- **Make your Big Tea Brake public** — If you'd like others to join in, we can list your event on our website to connect you with your local community, boost attendance, and spread the impact even further.
- **Host in memory of a loved one** — Many supporters choose to hold a Big Tea Brake as a way of honouring someone lost in a road crash, turning a moment of remembrance into a powerful act of support and hope.

Sign up today at
www.brake.org.uk/time-for-tea

- **Perfect for schools** — The Big Tea Brake is an easy and meaningful way to bring people together to show commitment to road safety and raise money to support families in need.
- **Take part as a team** — Getting lots of people involved is a great way to boost your fundraising!

Ready to pop the kettle on for a good cause? Click below to register and get your host pack. Let's brew up some change together.

For any fundraising enquiries please contact the Brake team on fundraise@brake.org.uk



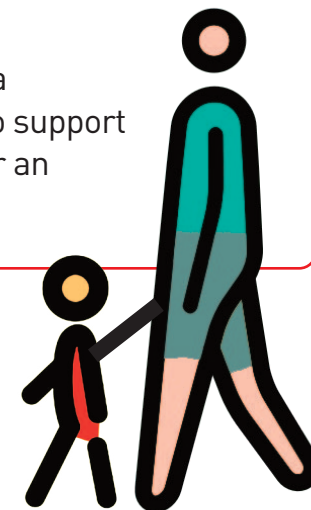
How your fundraising helps

£5 could pay for one of our serious injury guides to be sent to a family, helping them understand what happens after life-changing injury.

£8 could pay for a picture book for a child, to help them talk about their feelings when someone they love has died in a crash.

£56 could pay for a bereaved family to receive a memory bear made from their loved one's clothes.

£113 could pay for a Brake caseworker to support a bereaved family for an entire day.



Remembering road victims

Road Safety Week is a special time to host or attend a memorial event or online tribute in memory of a loved one who has died in a road crash.

A memorial event can be as big or small as you choose. It could be a public event for others to join, or a private occasion for close family and friends. You could also create an online tribute page to share memories of a loved one with family and friends (see next page).

Here are a few ideas of how this can happen.

With friends and family

It could be as simple as making time to be together to mark the occasion. Talk about a loved one over a cup of tea, get out for a walk or invite people over.

Places of worship

Look out for local memorial events happening at places of worship near you during the week, or get in touch with faith leaders if you'd like them to remember your

loved one. You could ask them to hold a moment's silence at the start of a service, or a dedicated service for road victims.

At school

If a child or teacher has died in a road crash, consider hosting an assembly to share memories and photos. Let parents know what you're planning and create space for children to understand what to expect, ask questions or discuss feelings.

Social and community groups

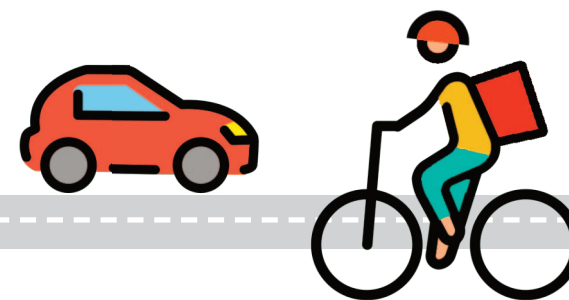
A short period of time for reflection at the beginning of a meeting is a great way to pay respects, or you can host a special event. For example, a choir group might like to sing a favourite song.

Sports clubs

Ask your local sports club to pause and remember road victims at the start of a game or match, or display messages on screens around the venue during half time. Another example would be to host a charity game or match in memory of a much-loved member of your team or supporter community.

At home

Light a candle in memory of your loved one on World Day of Remembrance for Road Traffic Victims. You could share a photo on social media using **#WDoR**.



Donations in memory

If you are hosting a memorial event, please consider collecting donations to Brake in memory of your loved one. We can help you with donation buckets and collection envelopes, or help you set up an online fundraiser or tribute page on the Internet. Here, you can remember and share a loved one's stories, pictures and things that made them special to help keep their memory alive.

All money raised through donations will help fund Brake's vital work supporting road victim families and campaigning to end road death and harm.

Please email fundraise@brake.org.uk or go to the Brake website to find out more.
www.brake.org.uk/give-in-memory.



Share your photos!

With your permission, we'd love to use your photos from Road Safety Week on our website and social media channels to encourage others to join us in the future. We can use them in our reports and proposals to help fund our projects – it's a great way to show how people take part in Road Safety Week.

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

To give us permission, please email your photos to roadsafetyweek@brake.org.uk with the following information:

- I can 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 releases

Share your plans for Road Safety Week with local media.

If you're running an event – whether that's a memorial event, a road safety assembly, a fundraising challenge or a simple poster competition – share a press release with your local newspaper, radio or TV news programme to help spread the word about Road Safety Week. Our press release templates have all the information you need. Simply add your own details, your story and why road safety matters to you.

For press release templates, go to your Road Safety Week action pack at www.brake.org.uk/road-safety-week/action-pack.

Share your plans with us

We will be issuing our own Road Safety Week press releases to every corner of the UK. If you're hosting a local event or have a story to share and would like to be included, please email us on roadsafetyweek@brake.org.uk.



Supporting road victims and campaigning to end road death and injury

Since 1995, the charity Brake has been working to stop the tragedy of road deaths and serious injuries in road crashes, supporting road crash victims and calling for change to make streets safe and healthy places for all.

What we do

- We give families specialist emotional and practical support to help them cope with the trauma of road death and injury.
- We help the professionals supporting those families to understand their needs so they can provide better support.
- We raise awareness of the devastating impact of road crashes on everyone involved.
- We challenge the Government to adopt solutions that are known to prevent road crashes and reduce harm if a crash does happen.
- We help people understand how they can use roads safely to protect themselves and others.
- We help organisations to learn about and manage work-related road risk.

To find out more about our work, go to www.brake.org.uk/about-brake

To get help after a road crash, call **0808 8000 401**, email help@brake.org.uk, or go to www.brake.org.uk/support and fill out our simple form.



Last year, Brake's National Road Victim Service supported more than **3,000 families** affected by road death and serious, life-changing injury. Sadly, we know there are many more who need our help.



Thank you for signing up to take part in Road Safety Week. We are so grateful for your support. Together we can make a difference. Together we can make roads safer for everyone.

www.brake.org.uk/RoadSafetyWeek.

To find out more about Brake's work supporting road victims and campaigning for safer roads, go to **www.brake.org.uk**.

For free road safety teaching resources, go to **www.brake.org.uk/teach** and sign up to receive our regular educators bulletins.



www.brake.org.uk
[@brakecharity](https://twitter.com/brakecharity)
fundraise@brake.org.uk



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