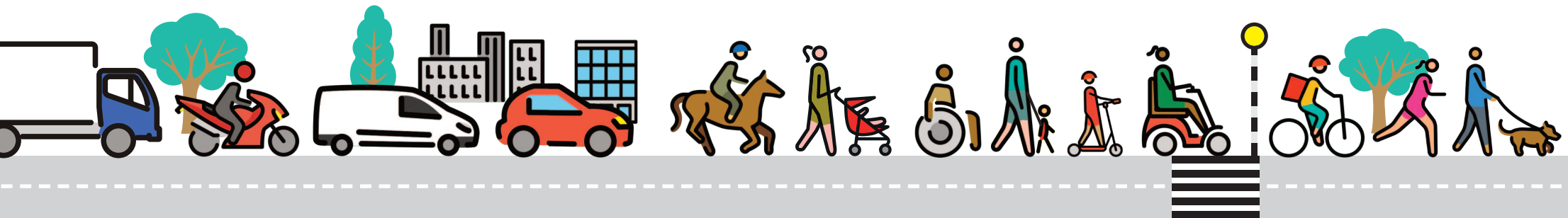


SAFE PEOPLE ON THE **MOVE**

Every journey. Every time.

Road Safety Week

15–21 November 2026



Toolkit for employers

www.brake.org.uk/RoadSafetyWeek
#RoadSafetyWeek

- Find out more about Road Safety Week
- Shout out on social media
- Review your policies and procedures to ensure your drivers are as safe as they can be
- Sign up for a free Road Safety Week webinar
- Fundraise to help Brake support more road victim families

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

Road Safety Week is Brake's biggest annual campaign. Get involved to shout out for road safety where you live and work.

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'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 do something to protect ourselves and other people from harm.

It's never nice to hear, but five people die on UK roads every day*. Many more suffer serious, life-changing injuries leading to disability.

* 10-year average 2016-2025

1. Department for Transport (2026) RRCGB 2025: Risk behaviours and circumstances

These are not just numbers – behind every number is a grieving family, whose lives have changed beyond all recognition in an instant.

As an employer, you have a real responsibility to keep your staff safe, making sure everyone who drives for work can get home safely at the end of the day. **Driving is probably the most dangerous thing your employees do in their line of work, and it is estimated that around a quarter of UK road deaths and a fifth of serious injuries involve someone driving for work.**¹

The good news is that **you have the power to make a real difference**, with robust policies and procedures to manage road risk. This Road Safety Week, I urge you to do everything you can within your sphere of influence to put safety first and ensure your drivers are safe.



At Brake, we believe that every road crash is a preventable tragedy. We believe in a world where no one is killed or harmed on a road, and we know the solutions that can make a difference.

This Road Safety Week, we are calling on people across the country to use roads safely to keep themselves and others safe. Please add your voice to the conversation, and take action to make every one of your journeys safer, every time you travel.

Thank you for your support.

Together we can make a difference. Together we can make roads safer for everyone.

Ross Moorlock

CEO, Brake, the road safety charity



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.
- Find out more about the Highway Code's hierarchy of road users, and how this works in practice.
- Review your policies and procedures to ensure your drivers are as safe as they can be.
- Help drivers understand the benefits of vehicle safety technology, and how it can help them to protect themselves and more vulnerable road users.
- Join our free Road Safety Week webinar, for anyone who drives for work.
- Host a Big Tea Brake and raise vital funds to support families affected by road crashes.
- And much more.

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

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How to take part in Road Safety Week

There are lots of different ways for employers to get involved with Road Safety Week this year.

Shout out about Road Safety Week

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

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

Safe People on the Move

This year, we are putting people at the heart of Road Safety Week with the theme **Safe People on the Move**. 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

Review your policies and procedures to ensure your drivers are as safe as they can be – every time and every journey

Road Safety Week is a great time to **review your policies and procedures to ensure you are doing everything you can to keep your drivers and other road users as safe as possible.** As a responsible organisation that puts safety first, your road risk management strategy should cover safe driving practices, driver wellbeing, journey scheduling, fatigue management and more.

You can use technology to monitor driver behaviour and identify training requirements, and thoroughly investigate all crashes and near misses to find out the root cause.

Help drivers understand the safety benefits of advanced driver assistance features in their vehicles

Road Safety Week is a great opportunity to **educate your drivers and customers about the safety benefits of vehicle safety technology**, to promote acceptance and use.

Advanced driver assistance systems, with safety features such as **advanced emergency braking, intelligent speed assistance and attention warning in case of driver drowsiness** are widely available in most vehicles and play a significant role in improving road safety, helping to prevent crashes and protect drivers and their passengers, as well as other road users such as pedestrians and cyclists.



Although this technology is widely accepted as having great potential to prevent crashes and reduce the likelihood of death and injury if a collision does occur, research by Brake revealed that many people switch off safety features in their cars, either because they find it annoying or because they don't understand how it will make them safer.*

Share our factsheets and infographics to help your drivers understand how vehicle safety technology can make us all safer – but only if we keep features such as intelligent speed assistance switched on!



* www.brake.org.uk/vehicle-safety-technology-report

Join our free Road Safety Week webinar

On Wednesday 18 November at 10am, Brake will host a free Road Safety Week webinar for anyone who drives for work. This will cover important topics such as speed, distraction and fatigue.

Sign up now at www.brake.org.uk/Road-Safety-Week-webinar

Find out more about the hierarchy of road users

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 use our simple tips to help you remember the hierarchy.

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 online, in the office, or in your community, 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 7 to find out more.

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.

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

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.

Share your plans for Road Safety Week with local media.

If you're running an event, 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.
www.brake.org.uk/road-safety-week/action-pack.

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 work 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 workplaces** — The Big Tea Brake is an easy and meaningful way for businesses to bring colleagues together, boost morale, and show commitment to social responsibility while raising funds for safer roads.
- **Take part as a team** — Getting lots of people involved is the easiest way to boost your fundraising! Consider if your organisation can match-fund your team's donations.

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 provide guidance to someone who has been seriously injured in a road crash, offering vital advice and support.

£25 could fund a triage call, the first step in getting families the help they need from Brake's National Road Victim Service after a road death or serious injury.

£60 could cover the cost of a home visit from one of our specialist bereavement caseworkers, giving face-to-face support to a family affected by a road crash.

£115 could support a road victim for one day, offering crucial emotional and practical support during their most vulnerable moments.

£833 could provide dedicated support for a road victim family over three months, helping them navigate complex procedures in the aftermath of a crash.

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.

You could hold a minute's silence in memory of a colleague who has died, or for all road victims. You could also gather for a coffee morning or Big Tea Brake (see page 7), sharing photos and memories. Signing a memory book also offers people a way to remember.

Find out more at www.brake.org.uk/RoadSafetyWeek

Sunday 15 November

World Day of Remembrance for Road Traffic Victims

Remembering everyone who has died or suffered serious injury on our roads



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:



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 to stop road crashes and end harm when a crash happens, go to www.brake.org.uk.



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



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