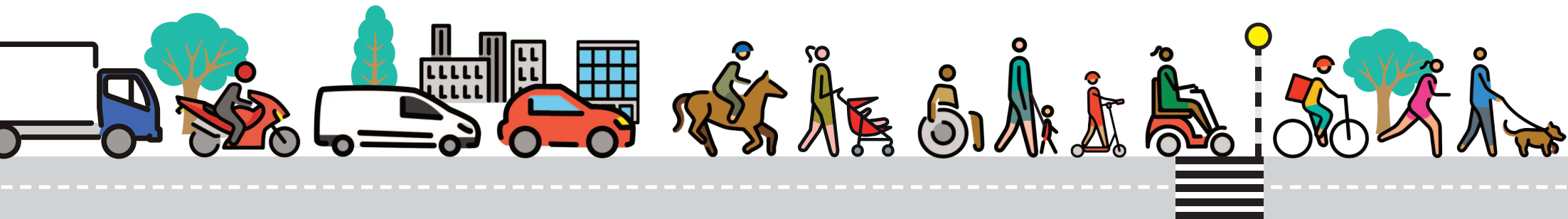


SAFE PEOPLE ON THE **MOVE**

Every journey. Every time.

Road Safety Week

15–21 November 2026



Toolkit for participants

www.brake.org.uk/RoadSafetyWeek
#RoadSafetyWeek

- Find out more about Road Safety Week
- Shout out on social media
- 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.

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 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.

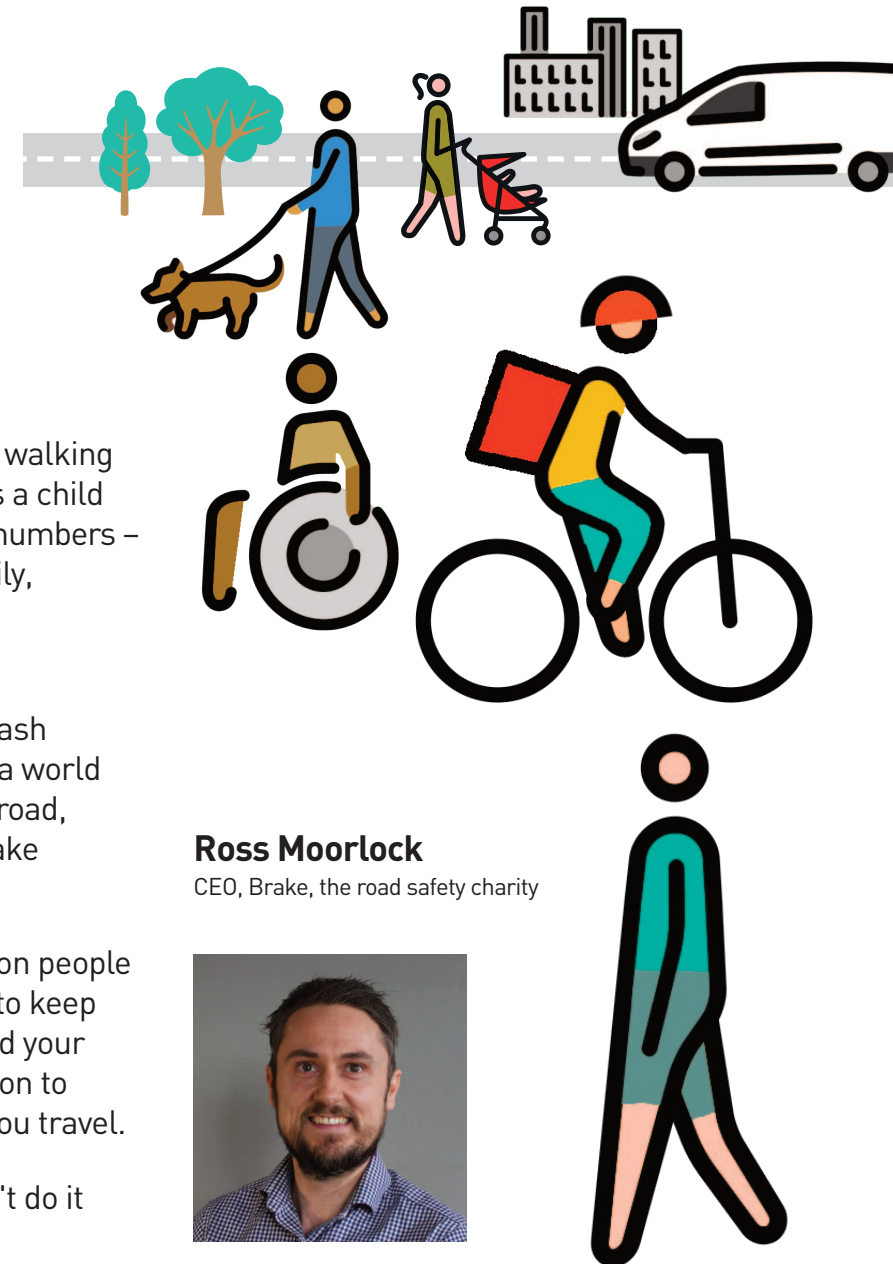
* 10-year average from 2016 to 2025.

One in four people killed on the road is walking or cycling, and one in nine casualties is a child under the age of 16. These are not just numbers – behind every number is a grieving family, whose lives have changed beyond all recognition in an instant.

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 journey safer, every time you travel.

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



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.
- Learn how the way we drive affects our risk of being in a crash.
- Find out more about the Highway Code's hierarchy of road users, and how this works in practice.
- Consider how we can make journeys safer so everyone can enjoy the benefits of active travel.
- Join our webinar for organisations that employ people who drive for work.
- Host a Big Tea Brake and raise vital funds to support families affected by road crashes.
- And much more.

Toolkit contents

Find out more about Road Safety Week	3
Safe people on the move	4
How to take part in Road Safety Week	5
Shout out on social media	6
Fundraising – The Big Tea Brake	8
Remember road victims	10
Share your photos	13
Press releases	14
Find out more about Brake	15

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



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:

- Remember people killed or injured on UK roads.
- Raise awareness of road safety.
- 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**
Every journey. Every time.

Road
Safety
Week

Organised by

 **Brake**
the road safety charity

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ACCIDENT
HELPLINE**

WAYMO

www.brake.org.uk/RoadSafetyWeek
#RoadSafetyWeek
@brakecharity

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.

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.

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

Learn about safe people on the move

Use our factsheets to learn how the way we drive affects our risk of being in a crash. Find out how modern technology can help us to drive safely, and how the choices we make when we're behind the wheel can make a big difference.

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 so we can all enjoy the benefits of active travel.

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.

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 at home, in the office, at school, 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 8 to find out more.



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 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 home, in the office, at school, 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 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 who has died 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! Ask your employer if they can sponsor you, or match-fund your 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 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 (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 beer in the pub, get out for a walk or invite people over.

Places of worship

Look out for local memorial events taking place 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.

At work

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 8), share photos and memories. Signing a memory book also offers people a way to remember.

Social and community groups

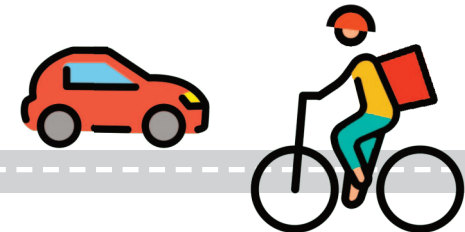
A short period of time for reflection at the beginning of a meeting is a great way to pay respects, or you can host a special event. For example, a choir group might like to sing a favourite song.

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**.



Online tributes and memory walks

Fundraising and remembrance are both deeply personal, because everyone's grief journey is unique. Creating an online tribute page puts your loved one right at the heart of the story – giving you a gentle, flexible space to celebrate their life.

Create an online tribute page with MuchLoved

An online tribute page is a page on the Internet where you can remember and share a loved one's stories, pictures and things that made them special to help keep their memory alive.

It is a place where you, your friends and family can come together and remember – by posting photos, leaving messages, sharing stories or lighting a virtual candle at special moments or on significant dates throughout the year.

It's somewhere to share the fundraising you're doing in their memory and to take part in events in their honour.

Creating an online tribute page is a positive way to celebrate your loved one's life and is an easy and simple way to collect donations or fundraise for Brake in their memory, while helping us to continue our work and support more families at the time when they need us the most.

Set up your MuchLoved tribute page at www.brake.muchloved.org

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 or collection boxes, or help you set up an online fundraiser or tribute page on the Internet. All money raised through donations will help fund Brake's vital work supporting road victim families at the time when they need us the most.

Our friendly fundraising team are here to help.
Email fundraise@brake.org.uk with any questions.

Memory Mile

This year, we're inviting you to take part in a Memory Mile – a simple, personal walk to honour someone special.

You can walk alone, alongside family and friends, or bring together your wider community. There is no set route or required location – your mile can be wherever feels most meaningful to you, whether that's a local park, a favourite walking spot, or a place connected to the person you are remembering.

As you walk, you might share stories and memories, or simply take a quiet moment to reflect.

To find out more, go to brakememorymile.memorypage.org

Our friendly fundraising team are happy to help. Email fundraise@brake.org.uk with any questions.



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, campaigning in your neighbourhood, or a fundraising challenge – 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 to stop road crashes and end harm when a crash happens, go to www.brake.org.uk



www.brake.org.uk
[@brakecharity](#)
fundraise@brake.org.uk



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