



**Thank you for taking part in Road Safety Week and for helping more young people learn how to be safer and healthier in their communities. Road Safety Week is a great opportunity to get children of all ages engaged with the road safety issues that affect them.**

Road crashes are the second biggest cause of death among young people aged five to 19 in Britain, accounting for 14% of male deaths and 9% of female deaths in this age group in 2016.<sup>1</sup> Cyclists and motorcyclists are particularly vulnerable as they are exposed to the full force of any collision, and more than a third of people killed or seriously injured on UK roads are those travelling by bike. More than 100 riders are injured every day in crashes that could be entirely preventable.<sup>2</sup>

**For Road Safety Week 2018, we are shouting out about the safety of those on two wheels, and encouraging everyone to be Bike Smart.** We can all play our part in raising awareness about the importance of protecting those on bikes, and this year we are asking drivers to be Bike Smart by looking out for those on two wheels, driving safely and slowly and giving riders plenty of space; cyclists to be Bike Smart with safe riding behaviours and appropriate training and equipment; and policy-makers to be Bike Smart by mandating life-saving technology and prioritising cycle-friendly infrastructure.

There is a real need for all those working with young people to teach clear road safety messages effectively and consistently, working together to help them to better understand and manage risk.

To help you discuss Road Safety Week with your pupils, we have prepared an outline assembly plan that highlights the importance of some key road safety issues and introduces the concept of campaigning on those issues.

These assembly-time activities are the perfect way to introduce road safety education to pupils aged 7–11 in your school.

Through presentations and role plays, the assemblies explore the health and environmental benefits of cycling, how cyclists can protect themselves and how to encourage drivers to do

more to look after vulnerable road users. A suggested script for the role play is provided but you could adapt this to suit your own school and local environment.

Your Road Safety Week action pack also includes a series of lesson plans which are intended to be delivered during Road Safety Week. These lessons will enable you to link your teaching to some of the key messages of Road Safety Week 2018, while also addressing your learning goals.

### Guidance 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 their parent/guardian before involving them in any of the Road Safety Week activities.

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1. Office for National Statistics, <https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregisteredinenglandandwalesseriesdr/2016#number-of-land-transport-accidents-among-males-aged-5-to-19-years-increased-in-2016>  
2. Department for Transport (2018), Reported road casualties in Great Britain: 2017 annual report