

All road users, whether they drive, cycle or walk, are responsible for complying with road rules.

Most road deaths and injuries are caused by unsafe driver behaviour. Drivers cause deaths and injuries when they fail to predict, see, or react to hazards. This often happens because they are driving too fast for road conditions or manoeuvring when it isn't safe.



SAFE ROAD USERS

Comply with road rules and share responsibility for the safety of everyone who uses roads

GOVERNMENTS

can better regulate drivers, with licensing and traffic rules, road policing and penalties that are robust and just.

ORGANISATIONS

that employ people who drive for work can set policies and procedures to manage road risk. Professional drivers should be selected, trained, tested and re-tested to rigorous standards.

EVERYONE WHO DRIVES

can pledge to drive as safely as possible; and influence their family and friends' behaviours as drivers too.

Safe systems encourages use of public transport or active travel instead of driving.

Everyone is taught, from the age of three upwards, the importance of road safety.

Why do we need safe road users?

Around the world, more than 1.3 million people die on roads every year. Every death is a tragedy, every death is preventable. Safe road use is a key part of the safe systems approach to road safety – a shared approach to prevent death and serious injury from road crashes.

Take the Pledge

The Brake Pledge is six simple steps that all road users can take to make roads safer for everyone. It focuses on key areas of road safety – **slow, sober, sharp, silent, secure** and **sustainable**. Make your Pledge today! Brake.org.uk/pledge

STEP UP
FOR **SAFE**
STREETS

Step up for **Safe Streets** and celebrate the amazing design-led solutions that will allow us all to get around in safe and healthy ways, every day. Find out more at www.roadsafetyweek.org.uk

Road Safety Week 

Coordinated by

 **Brake**
the road safety charity

Sponsored by

 **KwikFit**

 **Specsavers**

Supporting 

#RoadSafetyWeek
#StepUp