Road safety matters

Guidance for parents of children aged 5–7
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Why road safety matters

Around 1,500 children aged 0–11 are killed or seriously injured on Britain's roads every year. That's around 29 children every week.

This booklet has a simple purpose: to help you to keep your children safer.

Your child is currently learning about road safety at school but as a parent or carer you also play a big part in helping your child to learn how to stay safer. Children will copy adults' behaviour so if they see you taking risks they will probably take risks too. One of the best ways that you can help your child to stay safer is to set a good example when using roads, on foot, when cycling and in the car.

This booklet will also help you to teach your child how to be a safer pedestrian, about the importance of 'stop, look and listen' and the Green Cross Code and how to stay safer when riding in a car or cycling. In addition it contains guidance on how children can 'Be Bright, Be Seen' and the law relating to car seats, boosters and seat belts.

Still not sure that road safety matters?

- Research shows that young children can't judge how fast vehicles are going or how far away they are.

- The number of road-related deaths among children aged 5–7 is small (11 in 2008), but a significant number are seriously injured (382 in 2008), and this is the perfect age to establish good road safety habits which will stand children in good stead as they grow up.

- In comparison with other countries, Britain's overall road safety record for children is on the whole very good, and its rate for child fatalities is well below the European average. But our record on child pedestrian fatalities remains less good than many European countries, though improving rapidly.
Recognising traffic

How you can help your child

Talking about traffic with your child when you're out and about is one of the best ways for him or her to learn:

- Play ‘spotting’ games: where’s a van? Can you see a lorry? Let’s see who can spot a bus first.
- Ask your child to tell you about the vehicles waiting at the traffic lights or passing you in the car. You can play ‘what’s coming next?’ - guessing the next approaching vehicle.
- Talk about vehicles you see: which goes fastest, which is largest, which carries people and which carries things? Talk about the directions in which vehicles are travelling and the sounds they make.
- You can also draw vehicles with your child, guessing each other’s pictures and seeing how many you can come up with.
- Building up your child’s language will help him or her to understand traffic: use words to describe speed, size, shape, directions or talk about signs, lights, signals and road markings. Ask your child why traffic can be dangerous.

Children aged 5–7 need to understand the nature of traffic and know that it can be dangerous. They need to know about the different types of traffic found on roads and how they should behave when near traffic.

Children can be safer on the streets if we show them how. What's the best way to do this?

1. Set a good example
- When you cross the road, don’t take risks – your children will copy you.
- Remember to find a safer place to cross then stop, look and listen.
- Don’t use your mobile phone while crossing the road.
- Wearing bright colours or reflective clothing helps motorists to see you (see page 5).

2. Hold hands
- Always hold hands with your young child near traffic (or make sure they hold onto a buggy if you’re pushing one).
- Make sure your child walks on the side of the pavement away from the traffic.
- If there is no pavement walk on the side of the road facing oncoming traffic.
- If your child is using a tricycle, bicycle or scooter, don’t let them ride ahead of you. Make sure that they get off the tricycle or scooter and hold your hand to cross the road. Where it is busy, it may be better to push the tricycle or scooter until you are somewhere quieter.
- If your child is using roller skates, don’t let them go too far ahead of you – they may find it hard to stop at the kerb. Hold their hand while you cross the road.

3. Find the safest places to cross the road
- If you can, use traffic islands, zebra, pelican and puffin crossings, footbridges and subways (see pages 6–7).
- Cross where you can see clearly in all directions.
- Avoid crossing between parked cars if there is a safer place nearby (and be considerate yourself when parking).
- Show your child how to STOP, LOOK and LISTEN.

Pedestrian safety: the facts

- Every week, an average of 9 children under the age of six are killed or seriously injured on Great Britain’s roads.
- 68% of children aged 0–11 killed or seriously injured in 2008 were on foot at the time.

But let’s get one thing clear: it’s still important for children to be outside. Walking is good for children's health and fitness and we support parents who encourage their children to walk as much as possible. Taking your child in the car for short journeys puts more traffic on the road and adds to the problem.
Be Bright, Be Seen

If you’re a driver then you’ll know how difficult it can sometimes be to see pedestrians wearing dark clothes at night or when visibility is poor. Your child will have been learning the road safety message ‘Be Bright, Be Seen’ at school, and it’s important that you as a parent or carer help your child to be seen easily near traffic, as well as set an example to your child by wearing something bright or white too.

How can my child be seen more easily?

1. On dull days your child can wear bright or fluorescent colours.
   - Special high-visibility tabards and other clothing can be bought from many retailers.
   - Fluorescent armbands can also be worn over coats and other clothing.
   - Bags are also available in bright colours or with high-visibility strips.

2. If walking near traffic at night reflective clothing is needed.
   - Reflective clothing reflects light from car and bike headlamps.
   - Reflective armbands and clothing can be bought for children.
   - Remember that fluorescent colours do not show up in the dark.
Teaching your child to cross the road safely

Safer places to cross

It is important that you cross the road at the safest places.

Pedestrian crossings such as puffins and pelicans have traffic lights and a button to press which controls a ‘green man’.

Zebra crossings have two yellow beacons and striped markings across the road. Remember to wait for cars to stop in both directions. If there is an island in the middle, treat each half of the road as a separate crossing.

Footbridges go over roads and subways go under roads.

Traffic islands are places you can stand in between lanes in the centre of a road.

How else you can help

- Explain to your child why they need to stop, look and listen when crossing the road.
- Talk about safer places to cross and how it’s harder to see in some places, for example where there are parked cars, junctions, bends or if you are near the brow of a hill.
- Help your child to learn the names of the different crossings, such as zebras, puffins, pelicans and footbridges.

Follow these steps with your child every time you cross the road

1. Find the safest place to cross with a clear view all around. Avoid places where it is harder to see, such as near parked cars, junctions, bends or near the brow of a hill. Explain that drivers and riders will find it hard to see you in these places - and you might not be able to see them.

2. Holding hands with your child, show them how to stop on the kerb, look all around and listen for traffic before they cross. First explain that they must stop at the kerb and not step into the road as traffic might be coming very fast. Then they must look all around because traffic could come from any direction and they should listen because sometimes you can hear traffic before you see it.

3. When it is safe, walk straight across (not diagonally) and keep looking and listening. Tell your child they must do this in case there is any traffic they did not see, or in case traffic appears suddenly.

Crossing between parked cars

Try not to cross between parked cars

But if there is nowhere else to cross:

- Choose a place where there is a space between two cars and make sure that it is easy to get to the pavement on the other side of the road.
- Make sure neither car is about to move off – look for drivers in the cars, lights and listen for engines.
- Don’t cross near large vehicles. You could be standing in a blind spot, where the driver cannot see you.
- Walk to the outside edge of the cars and stop. Here you can be seen by drivers and you can look all around for traffic.
- Use the Green Cross Code. When the road is clear, cross, still looking and listening as you go.
The Green Cross Code

Parents and carers play a vital part in teaching children how to cross the road safely. For children aged 5-7 it is essential to set a good example yourself. Use the Green Cross Code and teach your child how to use it, making sure that you fully explain each step and why you are doing it and ensure they fully understand what they are doing themselves.

The Green Cross Code

1. First find the safest place to cross
   • If possible, cross the road at subways, footbridges, traffic islands, zebra, pelican, puffin or toucan crossings, or where there is a crossing point controlled by a police officer, a school crossing patrol or a traffic warden.
   • Otherwise, choose a place where you can see clearly in all directions, and where drivers can see you.
   • Try to avoid crossing between parked cars and on sharp bends or close to the top of a hill. Move to a space where drivers and riders can see you clearly.
   • There should be space to reach the pavement on the other side.

2. Stop just before you get the kerb
   • Do not get too close to the traffic. If there is no pavement, keep back from the edge of the road but make sure you can still see approaching traffic.
   • Give yourself lots of time to have a good look all around.

3. Look all around for traffic and listen
   • Look in every direction.
   • Listen carefully because you can sometimes hear traffic before you can see it.

4. If traffic is coming, let it pass
   • Look all around again and listen.
   • Do not cross until there is a safe gap in the traffic and you are certain that there is plenty of time.
   • Remember, even if traffic is a long way off, it may be approaching very quickly.

5. When it is safe, go straight across the road – do not run
   • Keep looking and listening for traffic while you cross, in case there is any traffic you did not see, or in case other traffic appears suddenly.
   • Look out for cyclists and motorcyclists travelling between lanes of traffic.
   • Do not cross diagonally.

Use the Green Cross Code yourself and, when you think your child is ready, teach them how to use it themselves, making sure that they fully understand each step.