



ROAD SAFETY AROUND SCHOOLS

While UK roads are among the safest in the world, still thousands of children are injured on our roads every year resulting in road traffic accidents being a significant cause of childhood deaths. Since the 1970s introduction of child road safety campaigns such as The Green Cross Code and the desire of children to be a 'Tufty Club' member, there has been a reduction in child casualties, but figures have been plateauing over the last decade. Drivers must be even more vigilant, alert, and focused when driving in areas where children are present.

RoSPA¹ reports that:-

- 1 in 3 of all child pedestrians killed or seriously injured are aged 10 – 11 years old
- 12- to 15-year-old boys are nine times more likely to be in an accident when riding a bike than a girl of the same age
- A quarter of road traffic casualties are 13 to 15 years old
- Almost half of all accidents that happen on the road occur between 15:00 to 18:00
- Every month, 1,200 children are injured in a traffic related collision that happened within 500m of a school

Anyone driving near or outside a school - whether a parent dropping your child off at the school gate, or a driver, driving past children on your way to your destination- can, by following our advice, hopefully reduce traffic collisions with children.

Advice for Drivers

- Increased focus and observation. Watch out for children who may be walking or cycling to school or a park. Children can get easily distracted and excited, which can lead them to lose concentration and become less aware of their surroundings
- Limit your speed where children are around, especially near schools, parks or playgrounds. If you are travelling at 30mph and you need to stop quickly to react to a child running out, the stopping distance will be at least 23 metres

- When dropping children off at school, find a safe and sensible place to park. Parking or stopping in the middle of the road or on the pavement is dangerous as often there is not enough space to walk safely to or on the pavement
- Plan - Leave yourself plenty of time to avoid rushing. When we are running late, stress levels escalate, which can encourage us to rush, speed and become agitated

Green Cross Code²

The Green Cross Code was introduced in the 1970s and is a method of teaching children to cross the road safely. It encourages them to follow the step-by-step, easy to remember process.

Children learn from following the behaviour of others, so lead by example. When you are out with your children, follow the Green Cross Code to instil the road safety rules in their minds. By following the Green Cross Code when you are walking with children, you will teach them how to cross the road safely.

- **THINK!** First find the safest place to cross.
- **STOP!** Stand on the pavement near the kerb.
- **USE YOUR EYES AND EARS!**
Look all around for traffic and listen.
- **WAIT UNTIL IT IS SAFE TO CROSS!**
If traffic is coming, let it pass.
- **LOOK AND LISTEN!**
When it is safe, go straight across the road – do not run.
- **ARRIVE ALIVE!** Keep looking and listening while you cross.



Did you know?

According to road safety charity Brake³, more than a quarter of children (27%) don't know that electric vehicles are quieter, and 30% didn't realise that they can accelerate faster than traditionally fuelled vehicles. With the growing number of electric vehicles on our roads, parents, carers and children need to remain vigilant to keep everyone safe from harm.

The following links provide further useful information and guidance on how to keep children safe on our roads.

(1) <https://www.rospa.com/siteassets/pages/road-safety/road-safety-resources/free-road-safety-information/practitioners/home-to-school-travel-guide.pdf>

(2) <https://www.roadwise.co.uk/schools/using-the-road/green-cross-code/>

(3) <https://www.brake.org.uk/how-we-help/raising-awareness/our-current-projects/news-and-blogs/brake-partner-zenauto-launches-green-car-cross-code-as-two-thirds-of-parents-admit-their-children-arent-ev-aware>

Consistent with our policy when giving comment and advice on a non-specific basis, we cannot assume legal responsibility for the accuracy of any particular statement. In the case of specific problems we recommend that professional advice be sought.

For further information contact your usual Account Executive or contact Safedrive on **0344 892 1728**.

