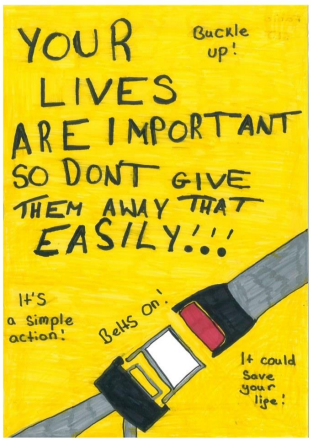
Modelling road safety behaviour











Children learn by watching you

Road safety habits start early. *Every day, children watch and copy the behaviour of the adults around them. By making safe choices and setting a positive example, you can help your child develop lifelong road safety habits.*

This leaflet provides practical hints and tips to help reinforce these important messages at home and encourage your child(ren) to become safe, confident road users.

To support parents and carers further, the Road Safety Team has developed a free ***webinar,*** **Modelling Good Behaviour,** *which explores simple ways to teach children how to stay safe when walking, cycling, travelling in vehicles and using roads.*

Register now[1] *for the live parent/carer webinar on* ***Monday 16 November, 12:00pm to 12:30pm.*** *If you are unable to attend, you can still register to receive information about future webinar dates.*

Walking Safely

When we're rushing, especially on the school run it is easy to take shortcuts, but children learn from what they see. This means we may make impulsive decisions, perhaps crossing in an unsafe place, rushing across the road or being distracted when trying to cross the road. These behaviours could be teaching your child that these are safe choices. They may continue these behaviours when they start walking independently.

Be a positive role model



- *Always choose a safe place to cross.*
- *Use a crossing, even if it means a longer walk.*
- *Stop, look and listen before crossing.*

[1] https://forms.cloud.microsoft/e/J1K8Y4HHYX

- *Involve your child by asking: "Is it safe to cross?"*
- *Wait for the green signal and ensure all vehicles have stopped.*
- *Hold your child's hand when crossing the road.*
- *Keep children on the inside of the pavement, away from traffic.*
- *Give the road your full attention.*
- *Put phones away and avoid distractions when crossing.*

Staying safe in the car

Your driving habits shape your child's future as a passenger and, eventually, as a driver.

Do you always stick to the speed limit? Do you always put your seatbelt on before you move your vehicle?

What driving behaviours are you teaching your children?

Set the right example



- *Always wear a seatbelt, no matter how short the journey.*
- *Ensure children use the correct child seat or booster seat.*
- *If your child is under 135cm tall (or under 12 years old, whichever comes first), they should use an appropriate child restraint.*
- *Encourage passengers to avoid distracting the driver.*
- *Keep your full attention on the road at all times.*

- *Never use a mobile phone while driving, even hands-free.*

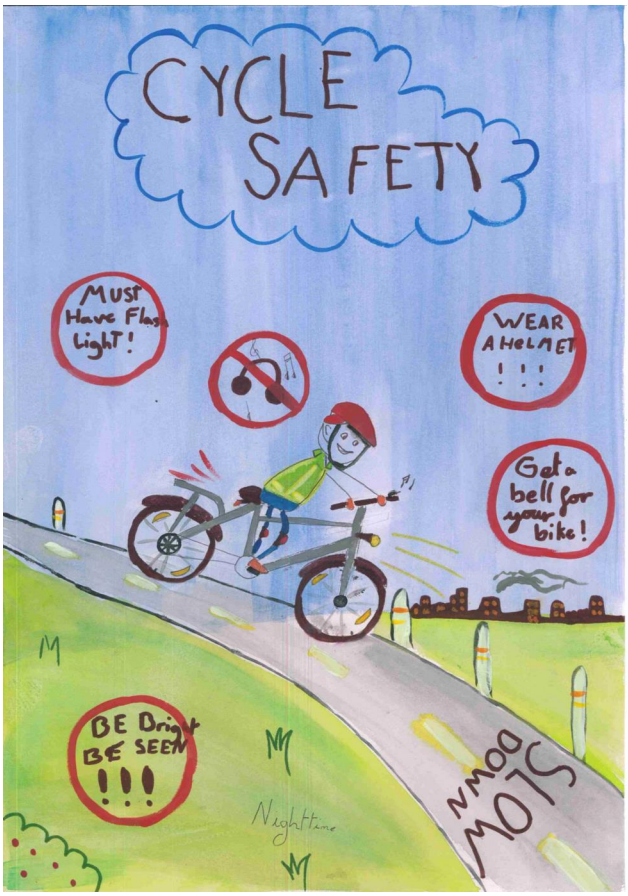
- *Where possible, help children exit the vehicle on the pavement side.*

Remember: *Children notice* everything*. Safe habits today can influence their choices for years to come.*

Cycling safely

Good cycling habits start with good role models.

Show children how to ride their bike safely



- *Always wear a cycle helmet.*
- *Wear bright or reflective clothing to help others see you.*
- *Choose safer routes, not just the quickest ones.*
- *Use cycle routes and crossings where available.*
- *Be considerate and respectful of other road users.*
- *Don't be a distracted cyclist; never listen to music whilst cycling.*

Remember: *The safest route is not always the shortest route.*

Every journey matters

Whether walking, cycling, or travelling by car, your actions help shape your child(ren)'s understanding of road safety

The behaviours you model today can become the habits they rely on tomorrow

Parent/carer webinar

Modelling road safety behaviour



Parents are a child's first and most influential role models. To help families build safe road behaviours from the earliest years, the Road Safety Team is launching a new parent-focused road safety initiative.

*Join our live Microsoft Teams webinar on **Monday 16 November from 12:00pm to 12:25pm**, to learn more about the simple but effective behaviours that can help children become safer road users. The session will expand on the key messages in this leaflet and provide practical tips for embedding good habits that can last a lifetime.*

Book your place today by completing the Modelling good behaviour - parent/carer webinar – Fill in form[2].

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[2] https://forms.cloud.microsoft/e/J1K8Y4HHYX