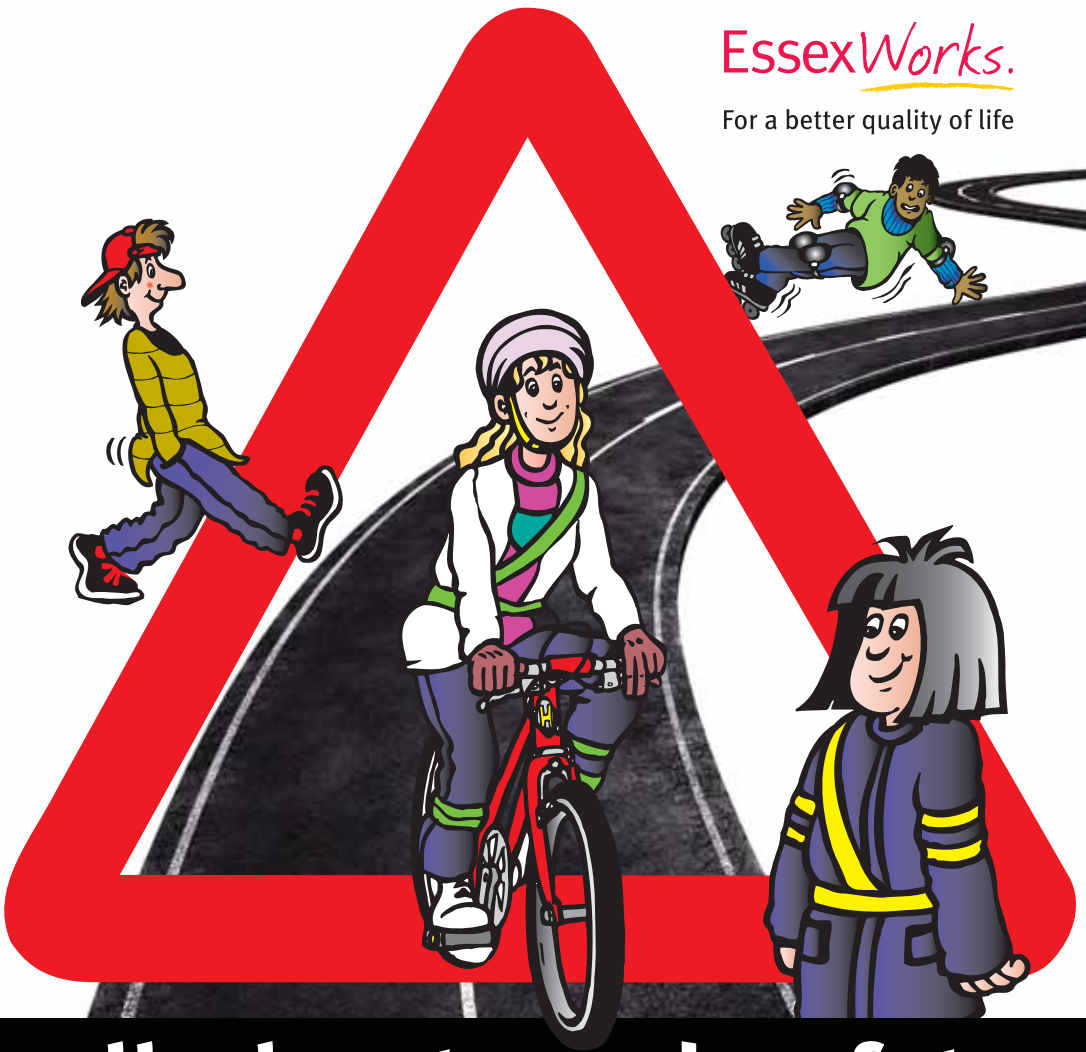


EssexWorks.

For a better quality of life



# all about road safety

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## starting out

**driving casualties down**  
The Essex Casualty Reduction Board  
[www.drivingcasualtiesdown.org](http://www.drivingcasualtiesdown.org)



Essex County Council

Your child has reached one of the most important stages of their life. They have just moved from their primary/junior school to secondary school.

This may even be the first time your child has made journeys on their own. Up until this time you may have taken them to school, to the library, to the swimming pool, to visit friends, and this might have been by car.

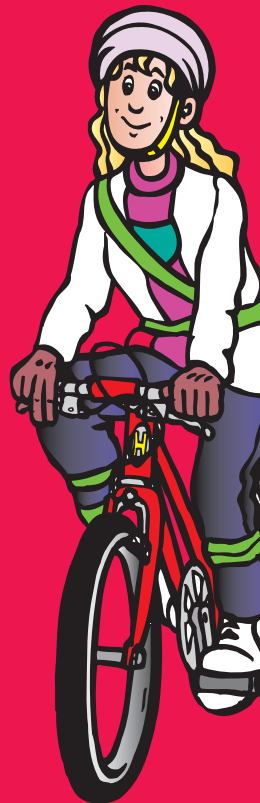
**Do you know that approximately ten 10-14 year old children are killed or injured in road accidents in Essex every week.**



- 58.8% will be boys
- 36.8% will be pedestrians
- 28.4% will be car passengers
- 29.4% as cyclists

**Most happen after school, between 3pm and 7pm.**

**The peak months for accidents are July, August and September.**



# Does your child know?

## As a pedestrian

- a) they should always use a zebra or pelican crossing if there is one available and to wait until all traffic has stopped before they begin to cross the road.
- b) vehicles need more time to slow down and stop if the road is wet or slippery.
- c) they should cross the road by using the outside edge of the cars as the kerb - if there is nowhere to cross away from parked cars.
- d) where there is no footpath, they should walk on the right hand side of the road to face on-coming traffic.

## You can help by...

- a) making sure they have the skills to cross on a variety of situations. (children of this age are most at risk as pedestrians. Many of them think they “know it all” and take risks).
- b) discussing safe routes and walking new journeys with them if necessary.
- c) talking to them about the dangers of risk taking to both themselves and other road users.
- d) emphasising the importance of safe behaviour when out with friends. Stressing that they must always think for themselves and not just follow others.

## As car passengers

- a) it is as important to wear their seatbelts now as when they were younger. (remember an unrestrained child in the back of the car moves forward with the force of a baby elephant).
- b) it is illegal for anyone to ride unrestrained in the front or the back of a car.
- c) keep their seatbelts fastened until the car has stopped.

## You can help by...

- a) making sure they wear their seatbelts, not only in your car but in any car in which they travel.
- b) not carrying more passengers than there are seats belts.
- c) making sure diagonal and lap belts are worn correctly.

### As cyclists

- a) how to keep their bicycle well maintained and in a roadworthy condition.
- b) that they should wear a cycle helmet and that it should be a good fit.
- c) if there are cycle routes they can use.

### You can help by...

- a) ensuring the bicycle is of the correct size. Regularly re-check the saddle and handlebar height as your child grows.
- b) making sure your child is aware of the hazards on the road. Even if your child has passed a test and received a certificate, this does not mean that he or she is an accomplished cyclist. They need to practice on quiet roads near home before venturing too far on their own.
- c) planning routes with your children, using quiet roads and avoiding difficult junctions and roundabouts.
- d) encouraging your children to wear their helmets every time they are out on their bikes. (7 out of 10 injuries are to the head).
- e) encouraging them to wear bright and fluorescent/reflective clothing which can help them to be seen.

### As bus or coach passengers

- a) what to do if the transport arrives late, or does not arrive at all.
- b) they should wait until the bus has moved off and they can see the road is clear both ways before crossing.
- c) how to behave sensible on the bus and not to distract the driver. (Excessive noise can lead to an accident).
- d) they should wear (their) seatbelts if they are available.
- e) it is dangerous to kneel or stand on the seats.

### You can help by...

- a) ensuring they get to the pick-up point safely and on time.
- b) trying to drop or pick them up from the bus stop side of the road. Never call your child from the other side of the road.
- c) making sure you and your child know the safest route home after getting off the bus.
- d) telling them not to push or rush towards the vehicle when it arrives. This is dangerous as someone may be pushed into the path of the moving vehicle.

# Drivers

- If everyone slowed down by an average of 1mph, 300 lives a year would be saved.
- **Some of them would be children.**
- The speed at which they are hit is critical.
- At 20mph one child in twenty is killed
- Most injuries are slight and 3 out of 10 suffer no injury at all

At

**30**

half are killed

At

**40**

most are killed



**This document is issued by Essex County Council  
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