

# Help to keep your child safe on the roads



A number of children are killed or seriously injured on Lancashire's roads each year and you have a part to play in helping to keep your child safe on the roads.

Parents and carers play an important role in teaching children about **road safety**. Even from a young age it's essential to set a good example.

Walking is good for **health and fitness** and it's important for children to enjoy being outside and **active**. However, there are plenty of things you can do as a parent to help keep your child as **safe** as possible.

## Did you know?



Every week, on average 12 children aged 0-15 are injured or killed on the roads in Lancashire, Blackburn and Blackpool



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



68% of child casualties seriously injured or killed in this age group were pedestrians



The most common cause of children being killed or seriously injured on the roads in this area is a child stepping or running into the road suddenly into the path of a vehicle



A significant number of young child pedestrian casualties were accompanied by an adult at the time they were killed or injured



Children aged 11-12 are particularly vulnerable as pedestrians when they move to high school and start travelling independently

## What you can do

- Children are taught about the dangers of the road in school but parents and carers need to help put this knowledge into practice.
- Lead by example - children will learn behaviours from you - if you take risks on the road, they will too.
- Practice road safety skills throughout a child's life and make sure they have the skills to stay safe when they move to secondary school.
- Where possible use a pedestrian crossing, wait for the green man & make eye contact with drivers.
- Always make sure that traffic has stopped before you cross at a pedestrian crossing.
- Don't use a mobile phone when walking with children, especially when crossing roads.

### Early Years (0-5)

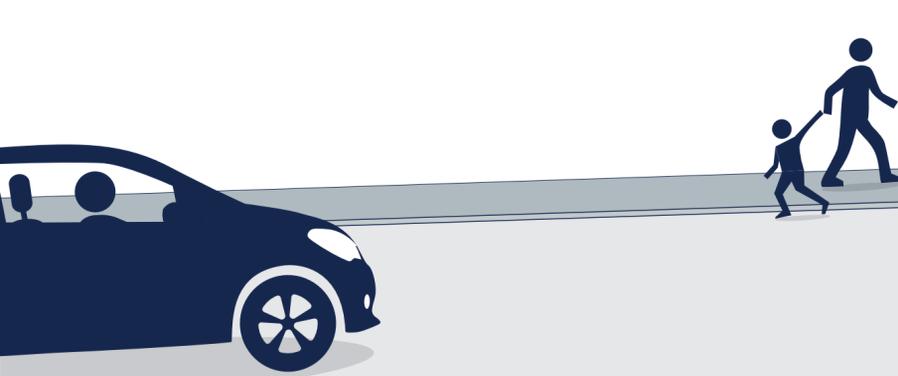
- Let children walk on the inside of the footpath away from the edge of the road.
- Ask your children to hold onto a pram if you can't hold their hand. If your child has a tendency to let go of your hand consider using reins.
- When stopping to cross the road, stand well back from the edge of the road, keeping your pushchair back too.
- Don't let children run ahead of you or lag behind where you can't see them.
- At home keep your doors and garden gates securely shut.

### Primary School (6-10)

- Try to reinforce the following key messages when out and about with your child:
- Stop, Look, Listen and Think (starting in a safe place and going straight across the road).
- Always wear bright and conspicuous clothing.
- Never play near the road and keep away from junctions and parked cars.
- Where possible, always cross the road with a School Crossing Patrol or using a pedestrian crossing.
- Try to avoid crossing between parked cars, on sharp bends or close to the top of a hill. Move to a space where drivers and riders can see you clearly.
- Always try to ensure that your children get out of the vehicle on the pavement side.
- As children get older start to give them responsibilities:
  - Identify a place to cross
  - Press the button at the crossing
  - Do up their own seat belt
  - Be a role model to younger siblings

### Secondary School (11-16)

- Tell your children to give all their attention to crossing the road.
- Remove head phones, put your phone in your pocket and don't mess about with, or be distracted by your mates. Look out for each other.
- Always look out for yourself - don't just follow someone else.
- Talk to your child about the safest routes to and from their destinations (help them to plan if necessary and do a trial run together).
- Talk to your child about what to do if their normal transport doesn't work out (missed the bus etc.).
- Encourage your children not to hang about near the roads after school. If they want to spend time with their friends, encourage them to go somewhere safe.
- Talk to your children about how to behave at bus stops:
  - Don't block the pavements
  - Don't stand too close to the kerb (in case they are pushed)
  - Consider vulnerable bus users by allowing them to embark and disembark the bus first



Let's  
**LOOK OUT**  
for each  
other

Developed by Lancashire County Council on behalf of the Lancashire Road Safety Partnership

The **Lancashire Road Safety Partnership** covers Lancashire, Blackburn with Darwen and Blackpool. The partners work together to reduce casualties on Lancashire's roads and make people feel safe.