

Road Safety Week

Better by...



About this activity

Suitable for all schools and nurseries. Supports the PSHE and Citizenship National Curriculum.

Road Safety Week is an annual event that takes place in November coordinated by [Brake](#). The awareness week aims to inspire communities to take action on road safety and promote life-saving messages.

The [Road Safety Week website](#) has lots of ideas about how your school can get involved as well as information about this year's theme on which you can focus your activities. [Register to take part](#) to receive an email action pack with guidance and resources.

How it helps

This activity counts towards travel activity:

- Supports the PSHE National Curriculum
- Encourages road safety and awareness.

Resource

- Useful links, templates and case studies to support this activity are on the [Road Safety Week website](#).

This activity can count towards your Modeshift STARS accreditation:

Travel activity - C16-C18

Supporting: Promotion PR1, PR7,



Activity steps

- 1. Get ready**
Visit the Road Safety Week website to find out more about how you can get involved and register your school.
- 2. Plan the week**
Decide what you'd like to do to mark the week with your school travel working group.
- 3. Shout about it**
Promote the activities you're planning to the wider school community by putting up posters and including an article in the school newsletter or on your website.
- 4. Raise awareness**
Use the week to highlight key road safety messages and promote active travel. You could write a press release, or invite the local paper to one of your events to spread the message further.
- 5. Check your success**
Ask your pupils how they found the week. What did they learn or enjoy the most?
- 6. Tell your story**
Sign in to Modeshift STARS to add your story and include pupils' feedback. Explain the activity and add photos and any posters or promotional materials.