



Knowsley Council

Road Safety Summer Challenge!

Summer Holidays 2020

Dear Parent / Guardian

Summer Road Safety Challenge

I hope that you are keeping well during these difficult times and that you and your family are staying safe.

Traffic is one of the greatest threats to the lives of young children with more children killed or seriously injured in road traffic collisions than through any other accidental cause. At this time of year Knowsley's Road Safety Team would usually have delivered a full programme of education in your child's school. As this wasn't possible this year I would still like to build upon the knowledge your child has gained from previous sessions delivered by the team.

During the summer holidays we are challenging children to get out and about with an adult to take photos at different locations and consider what the potential hazards are at each and what they should do to stay safe. We would like these photos to be taken from your child's view point, so that the picture demonstrates the road as they see it. For example if you bend down to your child's eye level next to a parked car you will realise that you can only see the car and not a clear view of the road. Getting out with you to discuss these issues will make it much easier for your child to understand. Ask them what the challenge is at each location and what they should do to stay safe. Try and get them to tell you rather than you tell them! At a T-junction we want them to tell us that traffic can come from three directions so they need to look properly in three directions – not just 'both ways!'

One of the messages that children need to understand is that, **'there is no such thing as a safe place to cross!'** Many children have been seriously injured, or worse, because they have walked out onto a Zebra Crossing or when the Green Man is showing and they haven't stopped and looked to check that all the traffic has stopped. How many times have you seen a driver jump a red light? We want your child to take responsibility for their own safety and understand that they can keep themselves safe anywhere if they always *stop* before crossing and check *all* directions for traffic – not just 'left and right' or 'both ways'. In other words don't rely on drivers to always be doing the 'right thing'.

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I really hope that you are able to find the time to discuss these issues with your child and take them out to complete the Road Safety Challenge. We have provided a guide for your child to look at as well as a template that you may wish to use to send us any photos. Using the template isn't essential though as you can send your child's work to us in any format.

Please send completed challenges to roadsafety@knowsley.gov.uk and tell us if you are happy for their work to be shared on social media and whether you would like their name and school included. We may even use their photos in a new road safety resource or for future campaigns. For safeguarding reasons we need the email to come from an adult rather than your child.

All completed entries received by Friday 4th September 2020 will go into a prize draw.

If you would like guidance on this or any other road safety education issue, please don't hesitate to contact me or any member of the Road Safety Team by email roadsafety@knowsley.gov.uk.

Yours sincerely,



Andrea Bate

Senior Road Safety Advisor