

A Road Safety presentation was delivered to your reception child, by the Road Safety education team from the Safer Essex Roads Partnership (SERP). The education team of SERP delivers Pedestrian Road Safety Education to key age groups in primary and secondary schools in Essex.

As a parent, you will have understandable road safety concerns for your child which are likely to change as your child gets older. Road crashes are the biggest cause of death among 5-25-year-olds. There are key steps you can take to help protect your child.

The Road Safety presentation is one of many interventions as part of the partnership's Vision Zero strategy, which is an ambitious target to achieve ZERO deaths and serious injuries on Essex Roads by 2040.

Young children have various limitations

- **Peripheral Vision** – is not fully developed until your child is approximately 16 years old.
- **Full hearing** is not developed until around the age of 8.
- **Height** - their view of the road is very different to ours and drivers are less likely to see them. This also implies when drivers are coming in and out of drive-ways, drivers won't see them if they have run off ahead along the path, leaving their adult behind.
- **Pedestrians of all ages** are often inconspicuous to drivers. Often due to dark clothing. If something High Vis is worn, this can help drivers see pedestrians up to four times sooner.
- **The safest way for children to travel in cars** is in a child seat that is suitable for their weight and size. Even in a minor crash, an unrestrained child would be thrown about inside the vehicle, injuring themselves and others.

Things to remember:

The presentation highlights certain points that the children and their adults can put into practice every time they are using the roads. It is important to start Road Safety at an early age, as statistics show that the older the child becomes, the higher their risk.

Important points:

- **The importance of holding hands**
- **Understanding of how roads and traffic is dangerous**
- **Stopping, looking, and listening while crossing roads with their adults**
- **Dangers of running off ahead and driveways**
- **Safe places to play away from traffic**
- **Safer crossing areas, and how to use them with their adult**
- **The importance of car seats and seat belts**
- **Minimising distractions when crossing the road**

Useful Websites

www.saferessexroads.org

<https://saferessexroads.org/visionzero/>

www.rosipa.com/road-safety/resources/films/child-car-seats/

www.brake.org.uk

<https://www.goodeggcarsafety.com/>

<https://www.think.gov.uk/education-resources/>

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<https://forms.office.com/r/MnJuQ4MXzn>

