

Guidance for communities on getting involved

Road Safety Week is coordinated annually by the charity Brake. It involves thousands of people around NZ taking action for safer roads, including community groups, local councils, emergency services, organisations, schools and childcare centres.

Why take part?

Almost 1.2 million people worldwide die on roads every year[i]. In New Zealand, hundreds of people are killed and thousands more injured on our roads. People who walk and cycle are especially vulnerable. There are lots of people working to make our roads safer and we want to recognise them as part of Road Safety Week.

Communities can play a vital role in making journeys safer and healthier for everyone and getting involved in **Road Safety Week** is a great way to do this.

There are lots of things that can be done to improve road safety at a local level, especially for our most vulnerable road users, including children and the elderly, and people who walk and cycle.

Join in with Road Safety Week and **Be a Road Safety Hero**. You can do this by encouraging responsible road user behaviour, or working with officials to introduce new road engineering measures like safe crossing places in urban areas or median barriers on rural roads. If you're already involved in road safety work, Road Safety Week is a great opportunity to give these activities a boost. It's a chance to focus everyone's attention on making roads safer so that everyone can travel in a safe and healthy way.

What can you do?

There are lots of different ways you can mobilise local people to get involved in Road Safety Week. Here are some ideas and links to more information:

Raise awareness

Talking to people in your community about road safety and how everyone can help make our communities safer and healthier:

- Celebrate your local Road Safety Heroes. You could organise nominations locally and recognise the Heroes through an awards ceremony, exhibition or online.
- Run an awareness campaign on social media asking people to share their views on road safety and talk about what they need for safe and healthy journeys. This could include asking people who walk, ride or drive to think about what could help make our roads safer, help prevent crashes and keep vulnerable road users safe.

- Print and display the free posters in your action pack in community centres, local shops, noticeboards or religious centres. Or you can share them as images on your website or social media pages.
- Include a feature about Road Safety Week or your local Road Safety Heroes in your community newsletter, blog, or website, to raise awareness of why it's an important road safety issue and how we can make streets safer for everyone. Use the tools provided in your action pack for more information.
- Encourage local schools and kindergartens to run Road Safety Week activities. Childcare centres, kindergartens and schools can take part in a [Beep Beep! Day with Timmy Time](#) to engage very young children (aged 2-7) with road safety basics. You could help them run their Beep Beep! Day, or you could buy resource packs and donate them to local schools and kindergartens.
- Ask local businesses to support Road Safety Week and offer training on how to check and maintain a vehicle to employees who drive or ride for work.
- Organise a road safety quiz in your social club, workplace, or community centre, using tools provided in your Road Safety Week action pack.

Campaign

No one should be hurt on roads, and everyone should be able to make safe and healthy journeys in their community. Hopefully you have safe footpaths, cycle paths, crossing places and safe speed limits in your community. If you don't, Road Safety Week is a great time to raise awareness, launch a new road safety campaign or give an existing campaign a boost, and call for improvements.

- Set up a petition calling for specific safety measures in your community, such as safe cycle paths or pedestrian crossings. This could be promoted online or on noticeboards and displayed in prominent community locations.
- Arrange a meeting with local officials, such as the council and emergency services, to discuss road safety issues and potential improvements.
- Contact your local council to explain your concerns and ask for new road safety measures. You can raise awareness of particular issues by sharing facts and figures about how many people are killed or injured on roads in your area, and you could encourage

other community groups or clubs to sign their support.

- Organise a photo call for local media, with members of the local community holding up placards raising awareness. You could invite your local MP to come along.

Brake's [guide to community campaigning](#) will give you more useful information about how to run a successful campaign.

Road Safety Heroes

Everyone can be a road safety hero. Road Safety Week 2025 recognises everyone who is working to make our roads safer – from designing safer roads to caring for people after a crash. It also enables everyone who uses roads to understand how they can take responsibility for their own safety and the safety of others.

Speak up for safe and healthy journeys

Safe journeys happen when we design our road transport network so that human error doesn't result in death or serious injury. This approach is known as the Safe System, and the great news is that the solutions are known and available to us now.

Shout out for road safety heroes

Celebrate the people who really make a difference to YOU. The school crossing patrol that helps your children travel to school safely. Someone who campaigned for a safe cycle path where you live. Or someone who helped you after a crash. This is a great opportunity to tell someone how grateful you are.

Fundraise

Fundraising for Brake helps us work towards safer roads and care for families affected by road crashes. All efforts to fundraise for Brake during Road Safety Week are greatly appreciated. You could [register your fundraising ideas](#) on our website, and/or you could organise:

- [Brake Bright](#) - a dress-down day at your company, club or local centre, where everyone dresses in yellow or other bright colours and makes a gold coin donation to Brake.
- a [party for Brake](#). A karaoke party, band night, quiz, or whatever you like. Raise money through tickets, an auction or raffle. You could tie it in with our theme, display the posters in your action pack, and encourage attendees to make [Brake's Pledge](#).
- a sponsored [Step Up Walk or Cycle](#) for road safety, using safe local routes.
- [Bake for Brake](#), with cakes and biscuits made by the community and sold in return for donations.

[Read more fundraising ideas.](#)

Order resources now

Free downloadable posters and other resources are included in your action pack, providing a great way to raise awareness. Don't forget you can also order low-cost Road Safety Week resources from the [Brake shop](#).

Work with partners

Partnerships are a great way to raise wider awareness and have greater impact through your activities. Partners who work in road safety, such as local council road safety teams and emergency services, may be able to offer informative talks, training, resources, or support organising larger events. Other partners, such as employers, schools and colleges, sports and youth clubs and community groups, may be able to help you engage a wider audience, perhaps by promoting your road safety campaign, or calling on local drivers to adopt safer driving behaviours. It's a good idea to get in touch with potential partners while planning your activities, to find out if, and how, they can help.

Publicise Road Safety Week

Whatever activities you're planning, get everyone talking about road safety by publicising your activities in advance and during Road Safety Week itself.

- Promote your activities in local media by telling journalists from local papers, radio and TV what you'll be doing and inviting them along. Read Brake's [community campaign guide](#) for info on getting in the media and make use of the template press release in your action pack.
- Contact potential partners and ask them to promote Road Safety Week and your activities, such as in their newsletters, magazines, websites, noticeboards, and on social media.
- Include articles in your own community bulletin, or newsletter, or post on your website and social media channels.
- Use the web banners in your Road Safety Week action pack in any of your communications or download the images to give your social media accounts a new look for Road Safety Week.

The Brake Pledge

The Brake Pledge focuses on six key areas of road safety and encourages people to commit to a number of simple steps that make roads safer for everyone. Be a leader for road safety; encourage friends and family members to [make the Brake Pledge](#).

Get in touch

Follow Brake on [Facebook](#) and use [#RoadSafetyWeek](#) to tell us what you're doing.

For more activity ideas visit the [Road Safety Week webpages](#).

ⁱ World Health Organisation (2023) *Global status report of road safety 2023*