

Guidance for companies 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 companies, local councils, emergency services, schools, childcare centres and community groups.

Why take part?

- Almost 1.2 million people die on roads worldwide every year.^[i]
- Many road crashes involve a vehicle being driven for work.
- Vehicles used for work are a significant contributor to pollution.
- Everyone can **Be a Road Safety Hero** and a leader for safe and healthy journeys.

If you employ people who drive for work, you can play a vital role in reducing road crashes and making journeys safer and healthier for everyone, while improving your reputation and reducing costs. Getting involved in **Road Safety Week** is a great opportunity to run activities and campaigns that support this.

Be a leader for safe and healthy journeys by having robust policies and procedures in place to manage road risk. This means choosing the safest and least-polluting vehicles and maintaining them to the highest standards; choosing routes that use the safest roads and avoid places where people live where possible; regularly assessing drivers' fitness to drive; and monitoring all collisions and near-misses and investigating their causes. You can also enable staff to walk, cycle and use public transport wherever possible, to benefit their health and reduce the risk posed to others.

You can engage staff with key road safety issues and encourage them to commit to safe and healthy travel.

Include road safety in your corporate social responsibility work and show that your organisation cares about staff, customers, and local people.

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.

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. Your staff who raise awareness of road safety in your organisation, or drivers who demonstrate safe driving behaviours and reduce your road risk. 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.

What can you do?

There are countless ways that organisations can get involved in Road Safety Week. Here are some ideas and links to further advice and tools.

Update driver behaviour policies

Driver behaviour contributes to a high proportion of crashes, whether a driver makes a mistake or takes a risk. Speeding and driving while tired, distracted or under the influence of drugs or alcohol cause many serious crashes. A moment's lapse of attention or misjudgement can also result in a crash, but these crashes shouldn't mean that people are killed or seriously injured. During Road Safety Week, commit to checking and updating your organisation's driver behaviour policies. Work towards building a road safety culture backed up by good policies, procedures and effective driver training and education, to keep your drivers and the public as safe as possible on the roads.

Raise awareness among staff and customers

Here are some simple, effective ways to get road safety messages to your staff, customers, and contacts.

- Celebrate your local Road Safety Heroes. You could organise nominations locally and recognise the Heroes through an awards ceremony, exhibition or online. And consider nominating someone for the national [Road Safety Hero Award](#).
- Include a road safety feature in your newsletter, magazine, intranet, or website, using facts and figures from your Road Safety Week action pack.
- Use or circulate the resources in your action pack through social media, your website or email bulletin, or by inviting staff or customers to use them in your foyer, canteen, or stores.
- Print and display the free posters in your action pack around the company premises.
- Run safe driving presentations for your staff. You could explore topics such as speed, distractions, vehicle maintenance, driver fatigue and sustainability.

- Use Road Safety Week to launch a year-round road safety programme, such as promoting safe driving to staff, or improving risk management procedures across your organisation. Make use of the [Global Fleet Champions](#) campaign's free guidance for any organisation that employs people who drive for work.
- Run a road safety quiz for staff or customers using the tools provided in your Road Safety Week action pack or the [Road Code](#).
- Run a campaign asking staff/customers to make the [Brake Pledge](#) to use roads safely, through email bulletins, online, or at a stand or display.
- Encourage staff to leave their cars at home and travel to work using sustainable transport where possible, such as cycling, bus or train, for a day or the full week, and set up meetings to discuss how you could encourage and help staff to do this longer-term.

Engage the community

Communities care about road safety, and value the support of local organisations. Here are some ways you can show that your organisation cares about the local community too.

- Encourage local kindergartens, child carers and families to take part in a [Beep Beep! Day with Timmy Time](#) during Road Safety Week to engage very young children (aged 2-7) with road safety basics. You could support a local kindy to run a Beep Beep! Day, or buy resource packs and donate them to local schools and childcare centres.
- Offer staff volunteering time to help at road safety activities organised by the local council or emergency services.
- Support or initiate a campaign in your local community for improved road safety and sustainable travel, for example, investing in safe cycling and walking facilities, or improving speed enforcement. Check out Brake's [guide to community campaigning](#).
- Organise a road safety competition, quiz, presentation or demonstration with a local school or college. You could use a company commercial vehicle (safely parked on the school grounds) to demonstrate blind spots around large vehicles and measure stopping distances. Visit our [educator pages](#) or Brake's [guide to teaching road safety](#) for more ideas of activities you can support schools with.

Join the Global Fleet Champions campaign

Global Fleet Champions is a global campaign to prevent crashes and reduce pollution caused by vehicles used for work. Everyone can be a champion for safe and healthy mobility in fleets. Global Fleet Champions gives you access to [resources](#) with information on managing

occupational road risk; [free and low-cost events](#) for anyone interested in safe and healthy mobility for fleets; and an annual [awards programme](#) that recognises fleets investing in safe and healthy mobility. Global Fleet Champions is free to join. Find out more at [globalfleetchampions.org](#).

Go Yellow

Brake is a member of the Yellow Ribbon Road Safety Alliance, a group of organisations that use the colour yellow to raise awareness of road safety year-round.

The Alliance is asking people to [Go Yellow](#) in Road Safety Week to help raise awareness, by dressing in yellow (such as on a Brake Bright Day (see below)), wearing a yellow ribbon, or otherwise going yellow to raise awareness.

Fundraise for Brake

Fundraising helps Brake work towards safer roads and support families bereaved and injured through road crashes. It also shows your commitment to road safety and can help raise awareness too.

- [Brake Bright](#) - a dress-down day where everyone dresses in yellow or other bright colours and makes a gold coin donation to Brake, reminding drivers to look out for people on foot and bike.
- Hold a [Step Up Walk or Cycle](#). You choose when, where and how far you walk, run or cycle. Get fit and get sponsored to raise funds for Brake at the same time.
- [Bake for Brake](#), with cakes and biscuits made by members of staff and sold in return for donations. You could even turn it into a baking competition with prizes for the winners.
- You could run a Road Safety Day, offering simple vehicle checks, a car wash, road safety quiz with prizes or other activities involving gold coin donations – a great team builder and topical fundraiser!
- Make Brake your Charity of the Year and help us achieve our goal of zero road deaths and injuries.

[Read more fundraising ideas.](#)

Become a corporate partner

At Brake, we create bespoke partnerships with incredible organisations. Join a movement that is making a positive difference to people's lives – and show that your company is a committed and passionate leader in road safety.

Corporate partners gain access to expert advice and resources and networking opportunities. We work with you to help you achieve your goals and make road safety central to your CSR strategy. [Find out more.](#)

Order resources now

Free downloadable posters are included in this action pack, providing a great way to raise awareness. Don't forget you can also order low-cost Road Safety Week organisation packs and t-shirts for your activity 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 input, presentations, resources or work with you to organise larger events.

Other partners, such as schools and colleges, sports and youth clubs and community groups, may be glad of your help in raising road safety awareness, and help you engage a wider audience. It's a good idea to get in touch with them while planning your activities, to find out if and how they can work with you and give them plenty of notice.

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 all about it a week or two before and inviting them along. Work with your PR team or use Brake's [community campaigner guide](#) and the template press release in your action pack.
- Contact potential partners and ask them to promote Road Safety Week and your activities in their newsletters, magazines, websites, noticeboards and on social media.
- Include articles in your organisation's newsletter or post on your website and social media channels.
- Use the web banners/ads in your action pack in any of your communications.

The Brake Pledge

The [Brake Pledge](#) focuses on six key areas of road safety: **slow, sober, sharp, silent, secure, sustainable**. Encourage staff and their families to make the Pledge to underline their commitment to road safety.

Get in touch

Find out more about getting involved in Road Safety Week at www.roadsafetyweek.org.nz/for-employers/.

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

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