

Guidance for educators 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 schools, colleges and kindergartens, community groups, local councils, emergency services and organisations.

Why take part?

Road traffic injuries are the biggest killer of children and young people aged 5-29 worldwideⁱ. All children and young people use roads; so it's the perfect topic for a lesson or project that can really engage them as well as help to protect them, while meeting curriculum goals.

[Road Safety Week](#) is the ideal time to do it!

You can also use Road Safety Week to get important messages to parents and carers about how they can keep children and young people safe, raise awareness in your community, or launch a campaign to address a road safety issue and call for improvements. It's a chance to focus everyone's attention on making roads safer so that everyone can travel in a safe and healthy way.

Join in with Road Safety Week and **Be a Road Safety Hero**. You can do this by engaging children and young people in road safety activities, raising awareness with parents and carers, or working with officials to introduce new road engineering measures like safe crossing places. If you're already involved in road safety work, Road Safety Week is a great opportunity to give these activities a boost.

What can you do?

There are lots of possibilities for how you can get involved in the week to promote road safety. Here are some ideas and links to more information:

Engage children and young people

Whether it's a whole day dedicated to road safety, a demonstration by an external organisation, or a quick class activity, there are many ways to make road safety education engaging for children and young people. You could:

- hold a [Beep Beep! Day with Timmy Time](#) to engage very young children (aged 2-7) with road safety basics and promote life-saving messages to parents, using fun activities and guidance from Brake featuring characters from Aardman Animation's Timmy Time. Several Beep Beep! activities can be done either in a childcare setting, or at home with parents/carers.
- join in with the Road Patrol Superhero Day on Wednesday 14 May. Get your road patrol students to dress up as their favourite road safety heroes and encourage other students to walk or wheel to school.

- run lessons on road safety using the lesson plans in your action pack and Brake's [guide to teaching road safety](#) – this could be part of subjects like English, maths or science.
- coordinate awareness-raising campaigns that are led by children and young people. This could involve them promoting the benefits of safe crossings or lower speed limits on roads where people walk and cycle. Enable them to create giant posters to display key messages to parents and visitors, or work alongside your local police or council to carry out a community road safety activity and publicise activities in your newsletter.

There are other ways that children and young people can engage in their wider community and become leaders for safe and healthy journeys too. Why not invite a local business to visit your school or do an online session talking to students about their travel needs – they may be able to bring a truck to school and talk about some of the ways that safe vehicles can make roads safer for everyone. Or your local emergency services could come to your secondary school to deepen people's knowledge of the aftermath of crashes.

Ensure you have relevant risk assessments in place for your activities.

Support the Road Safety Week 2025 theme with special Road Safety Hero projects, lessons or workshops:

- use our example lesson plans to explore the theme of Road Safety Heroes, and what everyone can do to help make our roads safer.
- encourage students to get creative and make road safety posters, videos and plays highlighting how others can be a Road Safety Hero.
- celebrate your own Road Safety Heroes (e.g. school crossing patrol) using the resources in your action pack or through other means.
- explore which streets are safe near your school/in your community and any improvements that could be made; help students map out safe walking and cycling routes and promote them to your school community.
- look at the history of safe vehicles and talk about whether changes in vehicle design, speed limits and the amount of motorised traffic on our roads over the years have made journeys safer and healthier.

- ask students to design a poster or billboard that reminds drivers to slow down or encourages people to walk or cycle more and display their artwork in school or on social media.
- send parents details of the [Brake Pledge](#), encouraging them to sign it as a family. Emphasise the importance of choosing safe, sustainable forms of transport wherever possible. Give them details of how to [sign online](#), or use our printable Pledge form.

Find more advice on running activities with children and young people in the [Teacher Zone](#) on our website.

Raise awareness among parents/carers

It's great if you can use Road Safety Week to engage parents/carers and ensure they are doing everything they can to protect children and set a good example. This could be done by:

- telling parents/carers what your school is planning for Road Safety Week in your school bulletin, newsletter or website, and encouraging them to discuss road safety and its importance at home.
- giving them advice on what they can do to help keep their families safe and healthy – you can direct them to [Zak's Tips](#) and our [advice for drivers](#).
- inviting them to an event. This could be a road safety walk, or a presentation with the children or local emergency services professionals.
- printing and displaying the free posters in your Road Safety Week action pack in your entrance hall, or on a noticeboard where parents will see them, encouraging them to drive safely, or use the images on your website, Facebook page or e-newsletter.

Campaign

No one should be hurt on roads and all children and young people should be able to walk and cycle safely in their community. Road Safety Week is the perfect time to launch a campaign or give an existing campaign a boost. You could:

- include a campaign launch in your school newsletter, with students giving views on what could be done to make roads safer.
- organise a photo call for local media, with children holding up placards calling for road safety improvements.
- set up a display with posters designed by the children calling on people to drive slowly in places where people walk and cycle and around schools.
- engage your local council, explaining your school's road safety concerns and outlining how you think road safety or sustainable travel could

be improved. This could include facts on how your students travel to school and results from a survey of students and parents. You could encourage other schools and local community leaders, groups, clubs, and businesses to sign a letter in support.

- get the children to film clips about Road Safety Heroes, celebrating their heroes or highlighting how everyone can be a hero, e.g. urging drivers to slow down around school. Use these on your website, through social media, or show them at an event.

Check out Brake's [guide to community campaigning](#) for further advice.

How safe are your streets?

What safe streets do you have around school for walking and cycling? Are there safe footpaths, cycle paths, and safe places to cross? If the road outside your school has a reduced speed limit at the start and end of the school day, how do drivers behave when they enter and leave that zone?

Ask students to find out how safe streets are near your school by doing a street survey of footpaths, cycle paths and speed limits. Ask students to design their own solutions to make streets safer for everyone, but especially for people who walk and cycle.

You could run a competition in school with prizes for the creators of the most innovative designs. Display their artwork in school or share on social media.

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 where everyone dresses in yellow or other bright colours and makes a gold coin donation to Brake.
- a fun and educational [Beep Beep! Day](#) fundraiser, if you work with children aged 2-7.
- 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](#). Please ensure you have relevant risk assessments in place for any activities you do.

Order resources now

Free downloadable posters and activity sheets are included in your action pack, providing a great way to raise awareness. Don't forget you can also [order our](#)

[low-cost hard-copy pack](#), and other resources for your activity.

Work with partners

Partnerships are a great way to pool resources, 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 educational talks, training, and resources. See the suggestions above under 'Engage children and young people'.

Other partners, such as employers and community groups, may be able to help you engage a wider audience, such as by promoting a campaign calling for road safety measures, or calling on local drivers to slow down. It's a good idea to get in touch with them while planning your activities, to find out if, and how, they can help 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 the Week itself. You can do this by:

- promoting your activities in local media by telling journalists from local papers, online media and radio what you'll be doing and inviting them along if appropriate. 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.
- contacting potential partners and asking them to promote Road Safety Week and your activities in their newsletters, magazines, websites, noticeboards or on social media.

- including articles in your own bulletin/newsletter/website or posting on your website and social media channels.
- using the web banners and ads in your action pack in any of your communications, and on social media. Parents and teachers can use them to show support too!

Activity sheets

The activity sheets in your action pack are a fun way to introduce road safety topics to younger children. We've put together a selection of puzzles, games, colouring and other activities to keep brains and fingers busy. Those activities are designed for children aged 5-11 but can be enjoyed by children of other ages too.

Other resources

See the Road Safety Week [planning pages](#) and [Brake's guide to teaching road safety](#) for more ideas and advice. You can also visit the NZ Transport Agency Waka Kotahi's [education website](#). Your local council road safety coordinator may also have resources available.

Get in touch

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

A note about sensitivity

Discussions about road safety should be approached with care. If you are aware that a student has been affected by a road crash, either directly or indirectly, please talk to their parent/carer before involving them in any Road Safety Week activities. Please take individual needs into consideration when planning your activities and carry out risk assessments where required.

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