

Pupil Information

This pack is full of information about the problems faced on the roads by yourselves and by different age groups.

It should help you to write your radio or newspaper advert - as well as helping to keep you safe!



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THE CAMPAIGN

Basically the Campaign can be as large or as small as you like! Students can design a Radio Ad or a Newspaper Advert, or both. Schools can send in as many entries as they like.

Target audiences

Normally when you are designing an advert, you would research who the target audience is and design the advert for that audience. However, on this occasion because it is a competition, the adverts do not necessarily need to be aimed at the target audience of the YEP or Radio Aire.

Your advert can be aimed at any age group and any audience.



The judging panel will be a mixed group, and will include at least one young person. They will judge the commercial as a good road safety commercial, rather than specifically for the audience of the YEP or Radio Aire. The results of the Campaign will be announced at an Awards Ceremony in December. The entire Campaign is expected to generate considerable media publicity.

You are the experts for **your** age group and know what you will relate to, what messages you will listen to. So, it might be a good idea if the adverts were aimed at young people like yourselves, to appeal to them, as you will know what might work.

DETAILS OF THE CAMPAIGN

Yorkshire Evening Post

- You should design an advert that is 17cms x 4 columns big to promote road safety.
- Entries can be electronic or on hard copy but must be in colour and with the correct dimensions.
- All entries will be online www.yorkshireeveningpost.co.uk
- Readers of the newspaper will be asked to vote for their favourite advert (online, text or by phone)
- The top 6 adverts will be announced online and a panel of judges will pick the winning entry
- The winning advert will then be professionally designed by a designer, in conjunction with the winner
- The advert will then run 3 times in the YEP
- The 6 short listed entries will also each win a prize.

Radio Aire

- You should write, perform and record a 30 second radio commercial on the subject of road safety
- The winning entry will be professionally produced and broadcast by Radio Aire
- A Radio Aire Presenter will help launch the campaign by visiting five assemblies / schools together with the Road Safety Unit, WYCRP and a representative from the YEP
- The presenter 'live reads' will drive people online to radioaire.com to listen to all received entries. The pre-recorded promotional trails will feature snippets of some of the received entries and will also drive people online
- The second burst of activity will run over one week in December. The on air activity will showcase the winning commercial
- Towards the end of the campaign all received entries will be placed on the webpage for people to listen to
- There will be one winning radio commercial, which will be chosen by a panel of judges
- The radio commercial winner will get to visit the Radio Aire studio to make their commercial, which will then be broadcast on Radio Aire for one week

Radio Aire Handy Hints

Handy Hints from
YORKSHIRE EVENING POST



CREATING EFFECTIVE ADVERTISEMENTS

The Basic Requirements of an Advert

A.I.D.C.A. IN AD DESIGN

You can rely on this whenever you need to sell an idea or a product.

<p>A- ATTENTION</p> <p>Attracting favourable attention</p>
<p>I - INTEREST</p> <p>Holding and developing interest with layout & design Creating a need within the reader using good copy</p>
<p>D - DESIRE</p> <p>Presenting the solution using benefits</p>
<p>C - CONVICTION</p> <p>Offering testimonials and reassurance</p>
<p>A - ACTION</p> <p>Asking for action Providing the means to act</p>

ATTENTION

We gain favourable attention by using relevant pictures and headlines.

There are five ingredients that can be used to make up a good headline.

- **Mention the word 'New' or something Newsworthy**
- **Identify the customer or mention their interests**
- **Promise a benefit**
- **Provoke curiosity**
- **Mention the product favourably**

INTEREST

Here we enlarge and develop the points made by the headline.

We use sub headlines and copy to create a need by talking to the reader about their potential needs.

We use good design and layout to hold the attention of the reader. (See later).

DESIRE

Here we sell a solution to the readers needs using selling points and benefits. We use strong describing words (adjectives), and personal pro-nouns like 'you', 'yours' and 'your home'. These help to paint a word picture of the relevant benefits.

CONVICTION

Here we convince and reassure the reader.

We can use testimonials and proof research.

ACTION

Here we urge the reader to action by using 'call to action' phrases. We give them the information they need to act.

PROCESSING THE ADVERT

USING ILLUSTRATIONS

An illustration is the key to gaining the readers attention in the short time available. It will create the mood of the advertisement once they have read the initial headline.

- SIZE: Make it big enough to attract attention.
- COPYRIGHT: Ensure no copyright is involved i.e. unless the user or we own it.
- PHOTOGRAPHS: Give more credibility to an advertisement than line drawings, especially if you have people in them. Use photographs of people the reader can identify with.

USING BORDERS

Unusual borders can help make an advertisement attractive and hold the reader's eye within the readable area. Make sure the border is necessary and that the page on which it appears will allow it to stand out. Choose one that will enhance the ad by being in tune with the rest of the message. Remember, readers are interested in content once they have been attracted to the advertisement.

SIMPLE AD DESIGN

To become even more effective we need to be able to combine visuals, layout skills and copy to closely control the final appearance of our ads. The following tips will help you do this.

Decide the size:

Look at the products for sale and decide

- How big the ad should be.
- How you need to divide up the space. Try and have a 'birds eye view' of the layout as soon as possible.

Chose a visual:

- Choose a picture or photograph that suits your message first, then match it with a headline. This can be quicker

than thinking of a headline then looking for a picture that may not exist.

- Have photographs / pictures facing in towards copy to draw the eye into the advert.
- Use white space to good effect.
- Limit the use of white on black - it is hard to read and black ink can bleed into white type.
- Use paragraphs where possible.

Body Copy

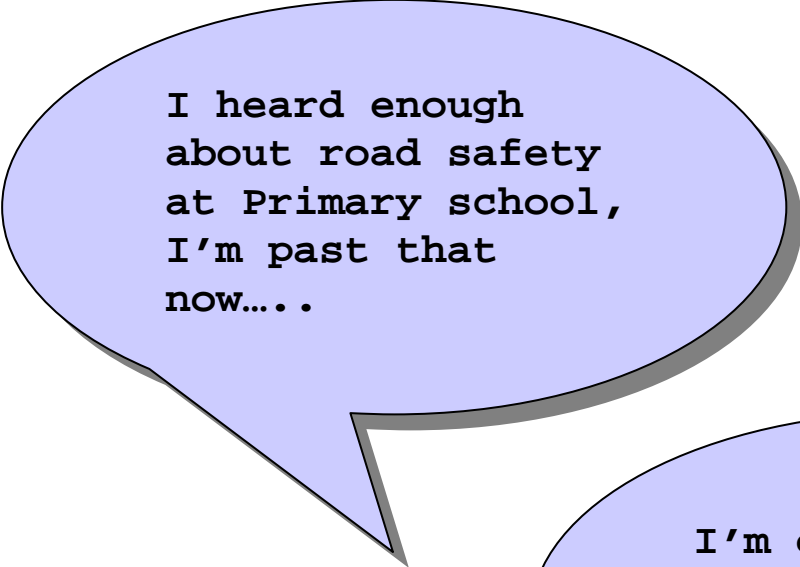
- DON'T WRITE ALL IN CAPITAL LETTERS. IT IS VERY HARD TO READ WHEN YOU SEE TOO MUCH OF IT AT ONCE.
- Don't mix too **many** typefaces. This can be hard to read *and* look **unprofessional!** *Try and use no more than two in any one advertisement.*

SUMMARY:

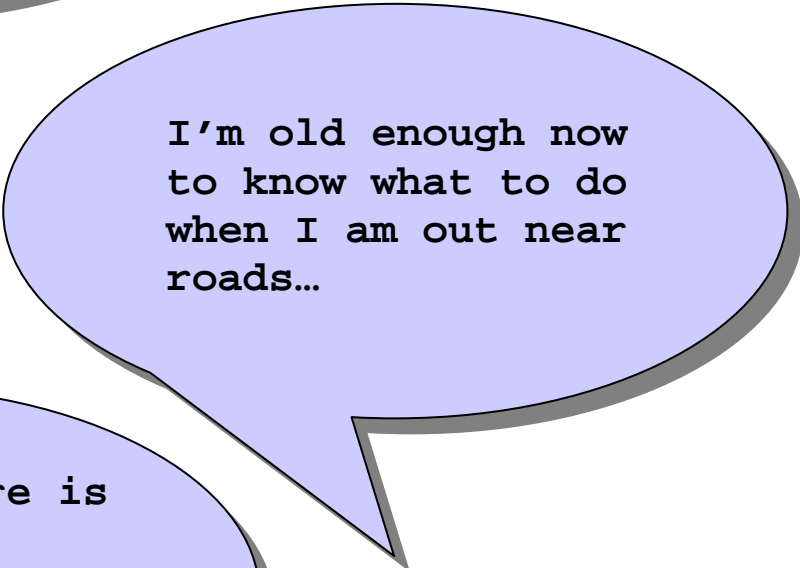
A snappy headline/visual idea can really help,

so make them work for you!

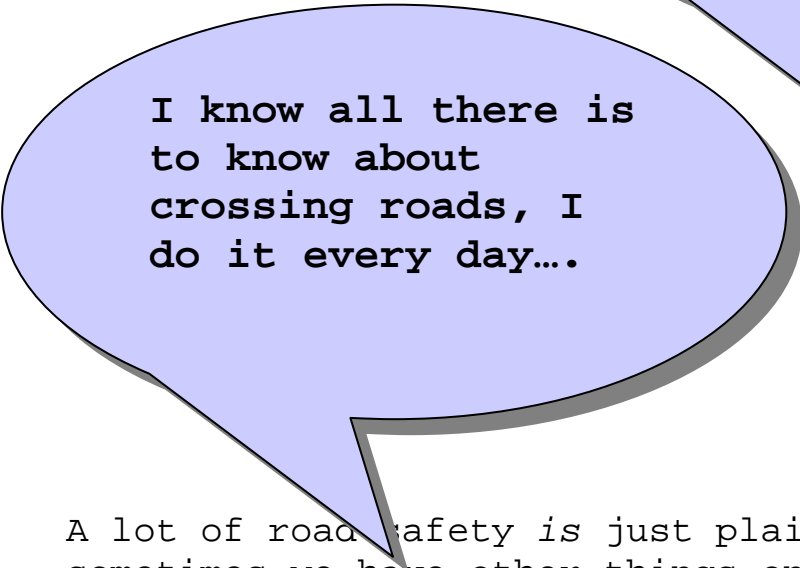
Here are some comments made by young people like you when asked if they need to know more about Road Safety:



I heard enough about road safety at Primary school, I'm past that now....



I'm old enough now to know what to do when I am out near roads...



I know all there is to know about crossing roads, I do it every day...

A lot of road safety is just plain common sense but sometimes we have other things on our minds and common sense takes a back seat.

But, on average, out of a class of 30, two pupils will be killed or injured in a road traffic collision before their seventeenth birthday.

When out near roads you have to keep your wits about you and not let yourself be distracted.

And there are lots of things that can distract you.....

As pedestrians, teenagers can often be distracted - whether it's

- ↳ having fun with your mates
- ↳ chatting on your mobile
- ↳ listening to your iPod
- ↳ just thinking about something else

At that crucial moment when you step off the pavement, you often aren't concentrating on the traffic. And that is when the problems happen.....

This pack will give you information about some of the dangers that you will be facing out on the roads now that you are older. We hope that this will help you to keep safe and will help you to design the advert for either the Yorkshire Evening Post or Radio Aire.

STATISTICS

9 people are killed on the roads every day in the UK
90 people are seriously injured on the roads every day in the UK

900 are people injured on the roads every day in the UK

On average, out of a class of 30, two pupils will be killed or injured in a road traffic collision before their seventeenth birthday.

Deaths and injuries of children walking and cycling are highest between the ages of 12 and 15 years.

Seatbelts prevent at least 200 and 7,000 serious injuries in the UK every year

In a crash at 30mph, an adult rear seat passenger is thrown forward with a force of 3 1/2 tons - the weight of a baby elephant!

Boys are twice as likely to be killed on the roads as girls

In 2006, 64% of the under 16s killed or seriously injured on the roads were male. Almost 1,300 boy pedestrians were killed or seriously injured, compared to 700 girls. The difference was even greater among child cyclists - more than 400 boys were killed or seriously injured compared with fewer than 100 girls.

Nationwide, road crashes are the biggest killer of 15-24 year olds.

(Health Statistics Quarterly 30 - 2005 registrations - Deaths by Age, Sex and underlying cause)

One in eight car licence holders are under 25 (Driving Standards Agency Statistics), yet one in three (33%) of drivers who die on UK roads are under 25. *(DfT Road Casualty Statistics)*

Young drivers not only kill themselves, but often other road users and their young passengers. One in four (26%) of all convictions for causing death by dangerous driving are recorded against drivers who are under 21 years old.

Child casualties

4-8 year olds

- In 2006, 528 child pedestrians (aged 4-8) were killed or seriously injured on Britain's roads.
- In 2006, a total of 2,496 child pedestrians (aged 4-8) were injured on Britain's roads.
- In 2006, 84 child cyclists (aged 4-8) were killed or seriously injured on Britain's roads.

9-11 year olds

- In 2006, 431 child pedestrians (aged 9-11) were killed or seriously injured on Britain's roads.
- In 2006, a total of 2,415 child pedestrians (aged 9-11) were injured on Britain's roads.
- In 2006, 129 child cyclists (aged 9-11) were killed or seriously injured on Britain's roads.
- Traffic is the biggest single cause of accidental death for 12-16 year olds.
- In 2005, 46 teens aged 11-16 years were killed as pedestrians on Britain's roads along with 1,268 serious injuries and 5,659 slight injuries.

One Fatal Accident costs the nation, on average, £1,690,370

Research carried out by the insurance industry shows that teenage drivers are 10 times more likely to be killed or seriously injured while driving than motorists in their 40s. and, while road deaths and serious accidents are falling on average for the majority, they are going up for young people - by a shocking 12% last year (2004).

PROBLEMS AFFECTING DIFFERENT AGE GROUPS

Young children, up to Primary age

Lack of understanding of the road conditions. They cannot judge speed and distances properly and have to go out with an adult or older brother or sister. They need to learn and practise the Green Cross Code

12 -15 year olds

This age group are most at risk with walking and cycling. They are beginning to get more freedom and doing things on their own and with friends. But they often get distracted easily and don't concentrate on the roads, especially when crossing. Wearing seatbelts is also an issue at this age.

16-21

Lots of teenagers begin to ride scooters at this age. It is their first taste of real freedom, often without proper training, and they do not always have enough experience out on the roads to remain safe.

17-25

The problems at this age are mainly with young drivers and their passengers, especially when they don't wear seatbelts or drinking and drug driving. Young drivers often take more risks because of lack of experience and poor attitudes.

25-70

The problem here is mainly to do with driving. Drivers who cause injuries or fatalities in this age group often drive too fast for the road conditions. They don't always concentrate while they are driving and they may still drink and drive. Drivers and passengers in this age range frequently don't wear their seatbelts.

Over 70s

Whilst there is not a big problem with this age group, the problems that there are, both with pedestrians and drivers, are with poor reactions, concentration, eyesight and hearing.

AS A PEDESTRIAN

Now that you are older you probably have much more freedom, going more places on your own or with your friends. When you were young, an adult would usually have gone with you. Now you have to take responsibility for your own safety.

You'll probably feel much more confident about traffic and believe that you are immune to the risk of getting knocked down. You feel you're old enough to know what you're doing around roads - this may mean that you're less likely to take care.

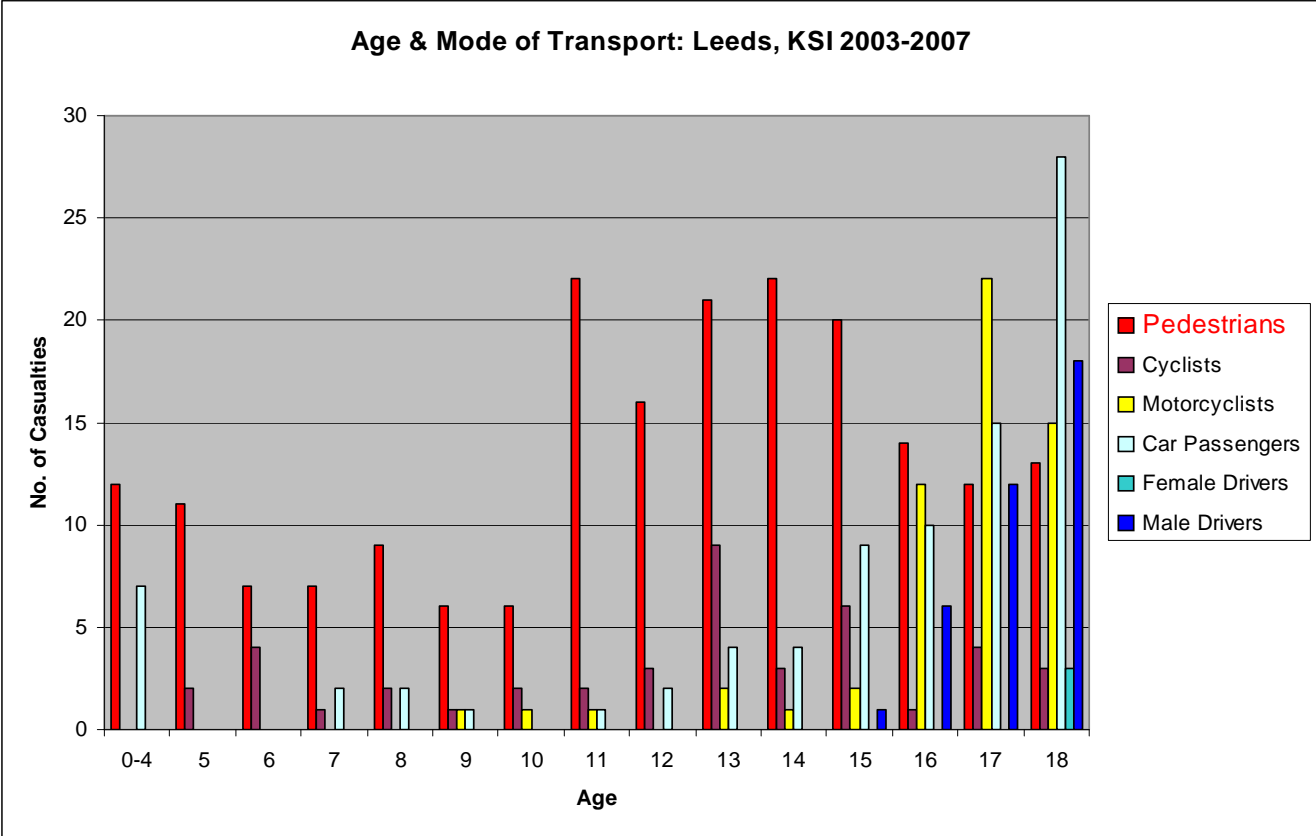


Most of you know what you should do but sometimes it is very easy to be distracted. Drivers don't always concentrate on the road and if you aren't concentrating either, that is when a collision is likely to happen.

Walking can be fun, and is cheap. It can be healthy too - it's good for your heart, bones and all round fitness. And it is good for the environment because it cuts down on pollution and helps to keep congestion down on the roads. The more people that walk to school in your area the less chance of breathing in nasty car fumes.

But, as you know, roads can be very dangerous places.

If you look at the chart below, you can see that more young people are killed as pedestrians (people who walk) than by any other ways of travelling between the ages of 11 to 15.



SOME FUN FACTS ABOUT WALKING

The biggest feet

The record for the person with the biggest feet in the world is held by an American, called Robert Wadlow. His feet were 47cm long and he wore size 37 shoes. He was 2.74 metres (that's nearly 9 ft) tall when he died in 1940.

First Steps on the Moon

The first person to walk on the moon was the American astronaut, Neil Armstrong. He set foot on the lunar surface at 3.56am BST on 21st July 1969. He said, "One small step for man, one giant leap for Mankind."

His footprints are still there because there is no wind or rain on the moon. And his boots were left there before returning to earth to prevent contamination.

Did You Know?

- You need to use 200 muscles in your body to walk.
- If you walked at a steady speed of 5kph (3 mph) non-stop day and night, it would take you a whole year to walk round the equator - a distance of 40,000 km (25,000 miles).
- The average person walks the equivalent of three and a half times around the earth in a lifetime.
- One quarter of all the bones in the human body are found in the feet.
Left handed people are generally left footed as well. They also tend to put their left foot forward first when they walk.
- About 1 in 4 children sleepwalk at least once between the ages of 7 to 12!

For more fun facts go to:

www.walktoschool.org.uk/children/funfacts.htm

DISTRACTIONS

Lots of things can distract you - mobiles, iPods, friends, chatting, thinking about other things, messing around.



You've probably seen these adverts on the TV. You've probably also seen loads of people crossing roads while texting or with headphones on.



It only takes a split second for that car to hit you, so give the road your full attention when crossing.

Just take your headphones off when you are about to cross so that you can hear cars coming and so that you can concentrate fully on the road.



Friends might muck about, even pushing each other into roads or playing dare.



You probably don't think about things like the green cross code so much now, especially with other things on your mind like girls or boyfriends!

You might not be paying attention, being distracted by your mates instead.

And you might take more risks too - as you get older, some people think that risk is fun and safe is boring.

People always think "It will never happen to me" but it does. To the 9 people who are killed on the roads every single day .

Boys are more likely to be killed or injured on the roads than girls - possibly because boys often get more freedom than girls, or boys sometimes take more risks.



Teen survey:

- Almost one in five (18%) reported having been involved in a road accident or 'near miss' on their way home from school.
- 6 out of 10 have either been in an accident/near miss or know someone at school who has been, but only 4% said that road safety was their main concern.
- 65% have had to stop a friend from having an accident by either pulling them back or calling out.
- Although they are vulnerable to traffic, 79% of teenagers said that each day 'just after school' was when they felt they had most freedom and control over their lives.
- 62% of 11-16 year olds admit to being distracted by talking to friends as they cross the road.
- 36% of girls and 25% of boys say they get distracted by using their mobile phones.

The above figures come from a Department for Transport survey conducted with 1,000 teenagers between 11 and 16 years old. Research was carried out by TNS between 14 and 20 July, 2005.



AS A PASSENGER

Seat belts



Wearing a seat belt saves over 2,000 lives every year. It is the law that you need to be belted up, as well as life-saving.

Everyone knows they should wear a seat belt in the front seat, but many people don't realise how dangerous it is not to wear a seat belt when they are in the back.

In a crash at 30mph, if you are aren't belted in, you will hit the front seat, and anyone in it, with a force of between 30 and 60 times your own body weight. That's the same weight as a baby elephant.

This could result in death or serious injury to you and the people sitting in the front seat.



If you are in a car with your mates, you may be less likely to belt up (especially the back seat passengers if they're all crammed in) because of being worried about being regarded as boring or uncool.

Peer pressure

Young passengers might be less likely to speak up for safety and tell the driver to slow down or take more care if they're driving dangerously.

If you are in a car driven by your mates, young drivers may be more likely to be distracted by young passengers, who might well muck about more and make a lot of noise.

Young drivers are particularly likely to crash, and research shows they're even more likely to crash when they've got other young people in the car.

AS A CYCLIST

Many of you will be used to going out on your bikes. As you go out more on the roads, it's important to remember that drivers might not be able to see you. Even if they do see you straight away, the car won't suddenly stop if you skid or cycle out in front of them.

Cycle safely. If you did your cycle training when you were younger, try to remember - and use - the main points now when you are out.

Wear the gear

Drivers are protected in their cars but you don't have any protection around you if things go wrong. To help yourselves, you could make sure that drivers can see you easily. Young people often wear fashionable gear rather than more safety conscious clothes, but drivers can see you far more easily if you have bright, light or reflective clothes on when you cycle.



You should also **wear a helmet**, which can help to save your life if you do fall off your bike.



INTERESTING CYCLING FACTS

Cycling is one of only 5 sports that has been in every modern Olympics. The others are fencing, gymnastics, athletics and swimming. It first became an Olympic sport in 1896.

The track that cyclists use is called a Velodrome.

The furthest anyone has ever cycled in 24 hours is just under 1,217km, achieved by American Michael Secrest in 1990.

The tallest rideable bicycle is more than 14 feet tall.

The first Penny Farthing was invented in 1871 by British engineer James Starley.

Leonardo DaVinci sketched something resembling a modern bicycle in 1490, but it did not get beyond the drawing board.

Question:

In which country were twin 70 year old brothers killed on the same day while cycling along the same stretch of road in separate crashes?

Answer:

In Finland, in the town of Raahe, some 600km north of Helsinki.

The first pneumatic tyre, invented by RW Thomson in 1845, had a number of separate inflatable tubes inside a leather cover - making a serious puncture much less likely!



PEER GROUP PRESSURE

Sometimes your mates might try to get you to do things that look fun but are dangerous.



It can sometimes be very hard to say "No" to them. You might not want to feel out of things, you might not want to look uncool.

How do you decide whether or not it's okay to go along with the crowd. When is it okay? When isn't it okay?

If you feel uncomfortable about something, you need to stop, think, and consider what might happen if you did what the other person asked.

They might try to get you to play Chicken, not wear a cycle helmet, drink and drive as you get older, speed, mess about near the roads or not wear your seatbelt.

If you find it too hard to say "NO" to them, try to have some excuses lined up ready if you don't want join in with them.

Try to have a friend who agrees with you and stick with them

Whatever you do, speak quickly and firmly. Make it clear that your mind is made up and you don't want to talk about it any more.

HOW TO SAY "NO"

These are some ways that have worked before for kids who wanted to say no:

- ↳ Say "No" or "No, thanks," over and over again if necessary.
- ↳ Leave, so that you can't be persuaded.
- ↳ Pretend you haven't heard them and walk away.
- ↳ Make an excuse. "Sorry, can't stop now, got to go....."
- ↳ Say, "I'm not doing this because I'm your friend and I don't want to see you get into trouble."
- ↳ Say, "I'd much rather just watch."
- ↳ Ask questions.
- ↳ "Why would you want to do that?"
- ↳ "What's your problem?"

- ↳ If you want their friendship, give them an option:
 - ▣ "If you decide to do something safer, let me know."
 - ▣ "I'll be at home if you want to come round later."

- ↳ Say, "Everybody's different."
- ↳ Say, "You're entitled to your opinion, I'm entitled to mine."
- ↳ "I'm not very good at that, you're much better."

Think about yourself and your safety.

If there are some certain people that you feel constantly are pushing you, stop hanging out with them.

Question your so-called *cool friends*. Don't believe people who say you will be "cool" or that girls/boys will start noticing you. This may be true to some extent, but will help you attract the kind of person you do not wish to have as friends any way. Be proud not to be with the "cool" people.

Have courage! Don't be spineless just to be cool!

AS A YOUNG DRIVER



- Young drivers may be more likely to take risks to show off if they have young passengers
- The driver may be more likely to show off or thrill-seek by taking risks like speeding, and trying to pull off dangerous manoeuvres
-
- It may be easier for the driver to be distracted by what their passengers are saying or doing
- The passengers may be worried about telling the driver to slow down or drive more carefully because they think they'll be regarded as boring



YOUNG DRIVERS

Young drivers, especially males, who give lifts to their friends, are far more likely to crash.

Teenage passengers can be a distraction to the driver, especially if they are noisy. Young passengers might be chatting to each other, texting, calling on their mobiles, playing music really loud, changing CDs - this is distracting to any driver, but especially to a driver who has only been driving for a very short time and is getting used to being on the road.

Young passengers might also encourage the driver to drive dangerously. Young drivers are twice as likely to die in a road crash when carrying passengers of their own age

One young passenger makes a crash twice as likely - two or more makes it five times as likely

More women aged 17-19 die as passengers than as drivers, often killed by their boyfriends or male friends.



- A survey of nearly 4,500 young people across the UK found that:
 - Two in five (38%) don't always buckle up in the back
- One in five (18%) has been a passenger with a driver who they knew was unlicensed, or who had stolen a car
- One in three (30%) has been a passenger in a car driven by a driver on drink or drugs



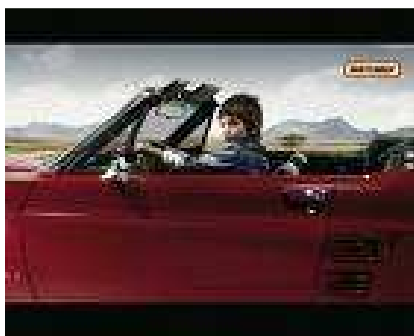
As a passenger you have the right to be safe and should tell the driver if you think they are going too fast or doing dangerous things (see section on Peer Pressure). Change the CD for them and answer their phone so that they aren't distracted. And you should never dare them to take risks while they are driving because it is your life at risk as well as theirs.



It is against the law to use your mobile phone when you are driving, as well as being dangerous.

WHY ARE YOUNG DRIVERS MORE AT RISK?

Any driver going too fast, not concentrating, driving without a seatbelt or drinking or on drugs is putting themselves and others at risk on the roads. However, research shows that younger drivers also take more risks because of lack of experience and poor attitudes. They are likely to be overconfident, feel they are invincible, ("It will never happen to me"), assess risk poorly because they have less experience, take more risks, and find driving more difficult because it is new to them.





DRINKING AND DRIVING

Young people aged between 16 & 24 are actually more likely to be victims - killed or injured - in drink drive accidents than anyone else. Out of the total number of casualties last year 48% were between these ages.

The current legal limit for driving is 80mg of alcohol per 100ml of blood. This however, is under review by the government and it is possible that they will introduce a reduced rate of 50mg of alcohol. This will bring the UK into line with most other mainland countries of Europe.

It is important to note that there are no simple rules which can be used to calculate how much you can drink and yet stay 'under the limit'. Whether you drink on an empty stomach, the amount and type of alcohol you drink, your body weight, sex, age, metabolic rate and how regular a drinker you are all play their part.

Any alcohol, even a small drink, will affect your ability to drive.

The only safe option is to NEVER DRINK AND DRIVE.



DRUG DRIVING

Drug driving is becoming as common a problem as drink-driving

1 in 3 young drivers admitted to driving within 10 hours of taking drugs (Galaxy 105 survey).

Over half of these admitted to their driving being 'impaired' with over 1 in 4 confessing to being 'seriously impaired.'

Being committed of drug driving can lead to up to 6 months in prison, a £5,000 fine and the loss of your licence.

SPEED

Unfortunately, most drivers exceed the speed limit at some time.

Driving too fast for the conditions causes, or contributes to, one third of road crashes. **This means that around 1,000 people are killed each year on Britain's roads because drivers and riders travel too fast, and over 6,000 are seriously injured.**

Drivers travelling at higher speeds have less time to identify and react to what is happening around them. It takes longer for the vehicle to stop. And the crash will be more severe, causing greater injury to the occupants and any pedestrian or rider hit by the vehicle.

Approximately two-thirds of all crashes in which people are killed or injured happen on roads with a speed limit of 30 mph or less. At 35 mph a driver is twice as likely to kill someone as they are at 30 mph.

Hit by a car at 40 mph, 9 out of 10 pedestrians will be killed

Hit by a car at 30 mph, about half of pedestrians will live.

Hit by a car at 20 mph, only 1 out of 10 pedestrian will be killed.

At 30 mph, vehicles travel 44 feet (about 3 car lengths) every second.



OTHER CONTRIBUTING FACTS

Other things that drivers do are talking on the phone, eating while driving, reading a map, turning round and talking to passengers or kids in the back, smoking, changing a CD, putting makeup on, shaving and many more.

Drivers need to stay focused, pay attention and expect the unexpected.

WEBSITE LINKS

www.leeds.gov.uk/roadsafety

Leeds City Council's Leeds Road Safety Promotion Unit is responsible for the development and delivery of road safety education, training and publicity throughout Leeds

www.wycrp.netstep.co.uk

The website of West Yorkshire Casualty Reduction Partnership. Their task is to reduce the toll of deaths and serious injuries on our local roads. They do this by installing road safety improvement measures at the worst casualty hotspots.

www.radioaire.com/roadsafety

The official website of 96.3 Radio Aire, with links to the campaign

www.yorkshireeveningpost.co.uk

The official website of the Yorkshire Evening Post

www.brake.org.uk

Brake is a national road safety charity which aims to prevent death and injury on the roads through education of all road users and campaigning for improvements to road safety and to care for people who are bereaved or affected by serious injury in a road crash through support services

www.rospa.com

The Royal Society for the Prevention of Accidents is a registered charity, providing information, advice, resources and training, and is actively involved in the promotion of safety and the prevention of accidents in all areas of life

www.thinkroadsafety.gov.uk

The Government's Road Safety website, with facts, figures, resources and useful information and includes useful information about campaigns

www.dft.gov.uk

The Department for Transport's aim is transport that works for everyone. This means a transport system which balances the needs of the economy, the environment and society. The secondary school part of the site has free lesson plans in modern foreign languages (MFL), PSHE, media and citizenship for Key Stage 3, 4 and AS/A2 level, which can be downloaded from www.databases.dft.gov.uk/lessonplans/

www.walktoschool.org.uk

The Walk to School Campaign is run by the charity Living Streets and asks parents, pupils and teachers to think about their journey to and from school and the many benefits of making it on foot.

www.fmg.org.uk

For My Girlfriend website, with lots of advice for young drivers on the various dangers of driving. Features various campaigns and interactive videos for young people to see the effects of dangerous driving

www.drugdriving.com

A website produced by the Government's Think! Campaign on the dangers of drug driving, aimed specifically at 17-30 year olds

www.sustrans.org.uk

Sustrans is the UK's leading sustainable transport charity

