

## Information for parents

### Did you know?

- Every week on average 12 children aged 0-15 are injured or killed on the roads in Lancashire, Blackburn and Blackpool.
- 68% of children aged 0-15, killed or seriously injured on the roads are pedestrians.
- A significant number of young child pedestrian casualties were accompanied by an adult at the time they were killed or injured.
- The most common cause of children being killed or seriously injured on the roads is a child stepping or running out into the road suddenly into the path of a vehicle.
- There are 100's of other near misses that are not recorded.



**What can you do as parents, older siblings, relatives and friends to help your children?**

Children are taught about the dangers of the road in school but you can help by leading by example.

### **Children will learn behaviours from you for example:**

- Wearing a cycling helmet when riding a bike.
- Crossing the road properly at a pedestrian crossing.
- Making sure the traffic has stopped before you cross.
- Not using a mobile phone when you are in charge of a child especially when crossing roads.

For more information about keeping safe on the roads go to:  
[www.safe2travel.co.uk/lookup](http://www.safe2travel.co.uk/lookup)  
[www.lancsroadsafety.co.uk](http://www.lancsroadsafety.co.uk)

The Mayor of Preston, Councillor Trevor Hart has developed this project with Headway Preston and Chorley the brain injury charity and Glenn Slater Contractors.

[www.headwayprestonandchorley.org.uk/besafebeseen](http://www.headwayprestonandchorley.org.uk/besafebeseen)

**The Mayor of Preston Trevor Hart says:**

**BE SAFE  
BE SEEN**



**Wear bright  
clothing so  
people can  
see you.**



**BE SAFE  
BE SEEN**



**Make sure  
you have  
front and  
back lights  
on your bike.**

**BE SAFE  
BE SEEN**



**Wear a  
cycling  
helmet to  
protect  
your brain.**

**In the morning and at night  
make sure you can be seen by others.  
On the way to school and on the way home,  
crossing roads, cycling on your bike.  
Be Safe be Seen!**