

Junior Road Safety Ambassador Programme 2024-25

Pupil resources and activities autumn term



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WELCOME

Welcome to the Junior Road Safety Ambassador programme. We hope that you are looking forward to being the champions for raising road safety awareness in your school and wider school community.

How do you raise awareness?

This pack is intended to give ideas and resources to plan a variety of campaigns in your school.

The types of activities you might be involved in could include:

- Presenting at assemblies
- Finding out what people know about road safety using quizzes and surveys
- Giving activity sheets to classes on road safety themes and messages
- Running competitions on a road safety theme
- Writing articles for your school newsletter and website
- Organising a whole school event such as a **Be Bright Be Seen** day
- Creating your own newsletter to send home to parents
- Evaluating the work that you complete during the year to see if it was effective and sharing your results with others



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What might you be doing?

Attend Meetings

You will meet each half term with the Teacher/Teaching Assistant overseeing the programme.

Plan Activities

At the meeting you will help identify what road safety issues that are a concern for the pupils, staff, families and community in your area and plan what activities you will do at school to raise road safety awareness over the course of the school term and year.

There will be some suggestions and ideas on the [Road Safety Website](#) that might help you with this and some web links to reputable sites with relevant information and resources.



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Organise Road Safety Activities

During the autumn term it might be possible for you to organise a **whole school event** such as dress up day for **Be Bright Be Seen** to coincide with **Road Safety Week** which runs from 17th-23rd November.

In June many schools participate in Brake's Kid's Walk, you could perhaps plan some activities using the Brake action pack.

Run a Road Safety Competition

You could organise a quiz/event/poster/rap/poem/campaign/competition on a road safety issue that is important to your school.

The Road Safety Team will provide some prizes and certificates for each year group.

Create Newsletter Articles

It may be possible for you to add articles to your school newsletters or have a designated area on your school website to publicise the events and work that you are doing. You can share your work using **#LancsRoadSafety**



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Suggested theme for autumn term.

We recommend that in the autumn term you focus on running a **Be Bright Be Seen campaign** as daylight saving ends on the last Sunday in October and the nights will be drawing in. You could choose **ONE** of the three activities below to do with your school.

National road safety week commences on **Sunday November 17th** and this might be the ideal time to have a school campaign and focus on road safety.

Be Bright Be Seen Assembly

Organise a year group or whole school assembly about **Be Bright Be Seen**. We have provided a PowerPoint on the website that you could use and amend to suit your school.

Arrange and run a competitive road safety quiz for KS2 pupils

Run a school Road Safety Week quiz for KS2 and offer prizes to the top 5 in each year group.

We have some pre prepared quizzes available on MS forms that you can use and adapt.



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Organise a wear something bright/reflective to school day

Organise a **wear something fluorescent/ bright or reflective** to school day. Don't forget to get approval from your school and ensure that families are kept informed.

Advertise your event around school and offer prizes for the three most creative accessories in each year group.

We can provide you with **Be Bright Be Seen** leaflets that can be sent home to families.

Please don't forget to share your stories about what you are doing with the road safety team by using the following hashtag **#LancsRoadSafety**, but always make sure you get permission from school to share any photographs.



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