



 Brake's  
**Kids WALK**  
for safe and healthy journeys

**Lesson 2**

**Campaigning for safe  
and healthy journeys**

Run by  **Brake**  
the road safety charity

Sponsored by

**esure**

**Sheilas'  
Wheels**

## Lesson 2

### Campaigning for safe and healthy journeys

## Level: Key stage 2

### Lesson overview

The class will explore how children can speak up for their right to make safe and healthy journeys and make a difference to road safety in their communities.

### Aims:

To learn about how to take part in a road safety campaign.

### Objectives:

- To understand how campaigning can lead to change
- To gather and record opinions about road safety using a hands-up survey
- To help children understand how they can campaign for road safety
- To prepare to present a manifesto that calls for change to a local decision-maker.

### You will need:

- A copy of the Kids' manifesto for safe and healthy journeys provided in your action pack. You can download and print more copies if you need to. Decide how much information to share from the manifesto, depending on pupils' age and abilities
- Copies of the hands-up survey, with enough copies for each group of pupils
- Copies of the poster template, with enough copies for every pupil.

## Lesson outline

### Road safety campaigning

1. Introduce the idea of campaigning, explaining that a campaign is a set of activities to achieve a change. Ask pupils whether they know about any local or national campaigns – examples they may have heard of in the news include Greta Thunberg's School Strike 4 Climate, Black Lives Matter and the Me Too movement.
2. Ask pupils why they think campaigning for road safety is important. Say that it isn't a very nice thing to hear but sadly more than a million people die on the world's road every year and injuries from road crashes are the biggest killer of children and young people worldwide.

3. Tell them that no one should be hurt on roads and every one has the right to make safe and healthy journeys, wherever they go. Talk about why active travel such as walking and wheeling helps people to be healthy and is good for the planet. Remind pupils that for children to make safe and healthy journeys, they need five things: footpaths, cycle paths, safe places to cross, slow traffic and clean traffic.
4. Talk about whether roads near your school / in your community allow children to travel in a safe and healthy way.
5. Ask pupils for ideas about how roads could be made safer near your school. Write their answers on the whiteboard.
6. Carry out a hands-up survey to gather pupils' opinions about their journeys. The survey can be done with the whole class or by small groups. If you carry out the survey in groups, come together to record the class results. Remind children that there are no right or wrong answers, this is just to find out what they think and how they feel. Remind them that their opinion is important and you are interested in knowing what they think.

### Asking grown ups to help make children's journeys safe

Ask pupils for ideas for different ways they can ask grown ups to keep them safe near roads. Ask the class to think about the most important issues near your school and use these as the basis for their action. Possible examples could include:

- Writing a letter to their parent/carer asking them to always drive safely, to keep to speed limits and never use their phone when driving (see also the postcard activity)
- Designing a road safety poster to be displayed at the school entrance
- Sharing pictures and a message on social media
- Writing to their local authority or their MP explaining the results of the hands-up survey and asking for 20mph speed limits or cycle paths.

Continued →

## Lesson 2

(continued)

### Kids' manifesto for safe and healthy journeys

1. Explain that a manifesto is a written document that can be used to explain changes that you think need to be made.
2. Talk about how children have important things to say and their voices should be heard. Explain that anyone can campaign for safer roads, it's not just for grown ups.
3. Say that Brake, the road safety charity, has written a manifesto to help them ask the people who make decisions about roads near your school to make changes so that children's journeys are safe and healthy.
4. Explain to pupils that as part of your Brake's Kids Walk activity, you are going to invite an important local person to your school so that they can present your school's manifesto to them.
5. Explain that this is one way of campaigning for road safety and that lots of children at other schools will be doing the same thing. Brake will also be writing to local newspapers, radio stations and televisions about what is happening.
6. Show the children the manifesto and read it together in class. You can read it all or just focus on the first couple of paragraphs, depending on children's age and ability.
7. Explain that you are going to write in the boxes what you need near your school and the names of other people that support you.
8. Explain what will happen when you present your manifesto.



### How to present your manifesto:

- Write the name of your school in the space provided
- Write what would help you make safe and healthy journeys in your area
- Ask people who support you to add their names and say why they support the manifesto
- Find out the name of the person at your local authority who is responsible for road safety and invite them to join your walk. Invite your local MP to come as well.

Explain that after the walk your pupils would like to meet them to present their manifesto.

- Ask children to present the manifesto. They can also hold up the large posters provided in your action pack to reinforce the message that all children have the right to make safe and healthy journeys and that they need footpaths, cycle paths, safe places to cross, slow traffic and clean traffic to enable this.
- Invite local media to take photos and write about children campaigning for their right to make safe and healthy journeys.
- Share your story on social media and on your website. Please tag **@brakecharity**.

At Brake, we have lots of experience of helping people campaign for road safety. If you would like more help and advice about presenting your manifesto, please email [kidswalk@brake.org.uk](mailto:kidswalk@brake.org.uk). You can also read our guide to community campaigning on the Brake website at [www.brake.org.uk](http://www.brake.org.uk).

### Extension activities

1. Using the template poster, ask children to create a poster that shows safe roads where they walk, cycle, or play.
2. Ask children to write a letter to your local MP or local authority representative asking for the changes they need to enable them to make safe and healthy journeys. This could include the results of your hands-up survey. Display letters on your noticeboards and present copies of the letters to your visitor.