

Dear parent or carer,

Today we ran a Beep Beep! Day to support Brake, the road safety charity. To find out more about their work, visit [brakezebras.org](http://brakezebras.org).

A Beep Beep! Day is a great way for us to talk about road safety and raise funds to help Brake campaign for safer roads and support families affected by road crashes.

The main aim of a Beep Beep! Day is to help children to start learning the basics of road safety through fun activities, and to raise awareness among parents and the local community about protecting children on roads.

Today we talked to the children about road safety and gave them basic messages about the dangers of traffic. We also talked about the importance of holding hands with a grown up when walking near roads, finding safe places to cross the road and always sitting in a child seat when travelling by car.

**On average, six children are killed or seriously injured on roads in Britain every day.**<sup>1</sup> We are doing our bit to try and make sure this never happens in our community. Please help us by supervising your child closely on roads and continuing to teach road safety as you do.

We are also encouraging children to become advocates for road safety and to use 'pester power' to ask grown ups to help keep them safe on roads.

**No one should be hurt on roads and all children should be able to walk and cycle safely in their community. Hopefully you have safe pavements and crossing places and a 20mph speed limit where you live. If you don't, then it's a good idea to campaign for change to keep your family and others safe.**

**Go to [brakezebras.org/families](http://brakezebras.org/families) for more advice about safe and sustainable travel for your family.**

Many thanks for supporting our Beep Beep! Day.

Warm regards



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Your child has written you a postcard asking you to help keep them safe. They are asking you to:

- always hold their hand when walking near roads
- always find a safe place to cross the road
- make sure they always sit in a suitable child seat
- never use your phone when driving
- drive slowly in places where people live, work and play

Please talk to your child about the messages on their postcard, and display their artwork proudly to show them you understand the importance of keeping them safe near roads.



1. Reported Road Casualties in Great Britain: Annual Report 2017, Table RAS 30062