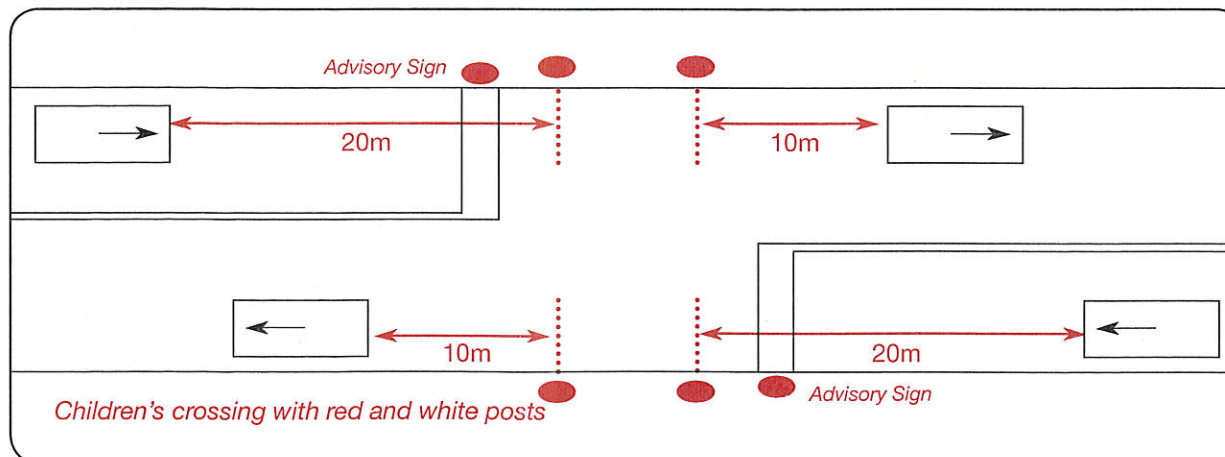


BECAUSE CHILDREN ARE NOT LITTLE ADULTS YOU NEED TO DRIVE WITH CARE AND CONCENTRATION NEAR SCHOOLS

WHY ARE CHILDREN AT RISK

- Their size means that sometimes they cannot easily see or be seen in traffic.
- Parked vehicles, light poles and other street furniture all block a child's view of the road and also make it difficult for drivers to see them.
- Their concentration is limited and they are easily distracted.
- Their actions are often spontaneous and unthinking (that's why they will dart out on to the road to fetch a ball or weave about when riding their bikes) without checking to see if vehicles or pedestrians are coming.
- Their sight is not fully developed, especially their ability to "scan" for things.
- They are lacking the ability to estimate the speed of vehicles, the gap between vehicles, where a vehicle is coming from or how far away it is.



HOW YOU CAN HELP YOUR CHILDREN

FOR UNDER 5 YEARS

Make sure your children have reliable supervision at all times when in or near traffic, especially when crossing roads.

FOR 5 TO 8 YEARS

Help your children to become familiar with all aspects of the road environment – signs, traffic lights and crossing places.

Teach them cycling skills in a safe area – in a park or playground etc.

If they are riding a bike to school, plan a safe route for them to take

FOR 9 TO 12 YEARS

Take the time to explain the road rules in simple terms e.g.: Right of way, what to do at intersections etc.

Go for bike rides with your children to make sure they have safe cycling behaviour

**ABOVE ALL, BE CAREFUL
WHEN YOU ARE DRIVING
NEAR SCHOOLS, THE SAFETY
OF ALL CHILDREN
DEPENDS ON YOU**