

# ROAD SAFETY WEEK 2021

## A quick guide to taking part



Road Safety Week is organised by the charity Brake. Every year, millions of people around the UK take action for safer roads.

Use the full guidance in your **FREE Road Safety Week action pack** to plan your activities in detail.

### Road safety heroes

The theme of Road Safety Week 2021 is ROAD SAFETY HEROES, celebrating the heroic work of road safety professionals, and explaining how we can all play a part in making journeys safer for everyone. Join us and you can be a road safety hero too!

### What can I do?

**CELEBRATE** the work of professionals who reduce casualties and care for people affected by crashes

**SPEAK UP** for everyone's right to make safe and healthy journeys where they live

**JOIN** our community of road safety heroes.

Here are some of the ways you can get involved with Road Safety Week 2021:

- **SCHOOLS** – help children, young people and parents learn about road safety heroes and why road safety matters, and enable them to speak up for safe and healthy journeys
- **ORGANISATIONS** – be a road safety hero by managing road risk through good policies, procedures and effective driver training and education
- **EMERGENCY SERVICES AND ROAD SAFETY PROFESSIONALS** – highlight the work you do as road safety heroes to reduce casualties and care for people affected by crashes
- **ROAD CRASH VICTIMS** – share stories about how road safety heroes helped you after a crash.

### Shout out for road safety heroes

Celebrate the people who really make a difference to YOU. The school crossing patrol that helps your children travel to school safely. Someone who campaigned for a safe cycle path where you live. Or someone who helped you after a crash. This is a great opportunity to tell someone how grateful you are.

Order selfie props, wheelie bin stickers or one of our giant Road Safety Week banners. Share your stories on social media. Don't forget to tag us **@brakecharity** and use **#RoadSafetyWeek**.

### Action packs

Your FREE Road Safety Week action pack is full of resources to support you. Use the lesson plans, assemblies, infographics, films, factsheets, and more, to run fun, engaging activities to help everyone understand how to be a road safety hero. Get your action pack at [www.brake.org.uk/road-safety-week](http://www.brake.org.uk/road-safety-week).



### Fundraise

Fundraising for Brake during Road Safety Week 2021 helps us to support more families affected by road crashes and campaign for safe and healthy journeys for everyone. For free resources to make your fundraising really special, call **01484 810 457** or email [fundraise@brake.org.uk](mailto:fundraise@brake.org.uk).

[www.brake.org.uk/road-safety-week](http://www.brake.org.uk/road-safety-week)  
**@brakecharity #RoadSafetyWeek**

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