



StayBright

Advice for parents,
teachers and guardians



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Road safety education is important for children!

Pedestrians and cyclists are among the most vulnerable participants in traffic. Children are particularly vulnerable as they are smaller and therefore less visible for motorists. Due to their size, children have a restricted field of view and can find it difficult to judge a car's speed and distance.

By not wearing reflective gear in reduced visibility conditions, kids are letting go of control and handing over their safety to strangers driving on the road – it is important to make sure that they stay in charge of their safety.

In the autumn and winter months, when nights are longer and weather conditions can result in reduced visibility on the road, it is especially important that kids look out for themselves



How can kids be safer on the road?

As pedestrians they can:



- ➔ Wear reflective clothing, accessories and vests
- ➔ Always choose the safest route and not the fastest (with pedestrian crossings, traffic lights, etc.)
- ➔ Always look both left and right when crossing the road
- ➔ Keep to the left side of the road, facing traffic (on the right side in the United Kingdom and Ireland), if there is no sidewalk and if they are alone or not many
- ➔ Walk on the right side of the road with first and last person holding a flashlight (on the left side in the United Kingdom and Ireland), if they are in a big group
- ➔ Walk on the sidewalk as far away from traffic as possible
- ➔ Always cross the road in safe areas, on crosswalks where visibility for both the child and the approaching car is good
- ➔ Do not run on the sidewalks or while crossing a road

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How can kids be safer on the road?



As cyclists, they can:

- ➔ Wear reflective clothing, accessories and vests
- ➔ Give appropriate hand signals and gestures so all participants are aware of the cyclists' intentions
- ➔ Keep to the right of the road (to the left in the United Kingdom and Ireland)
- ➔ Wear white or light coloured protective gear such as helmets, knee or elbow pads
- ➔ Ensure they have clean and functioning white/yellow light at the front and a red light and reflector at the back of the bike
- ➔ Check that the rims of the wheels and pedals also have reflective parts
- ➔ Make sure that the bike is in good working order and has a functional bell and working brakes
- ➔ Make sure to stay in their lane, taking a trajectory shortcut makes them vulnerable to opposite flowing traffic, while turning left (right in the United Kingdom and Ireland)

Is that enough?

In most European countries clocks go back in October, days get shorter, and weather conditions get worse, resulting in significantly reduced visibility.

Even if a child respects traffic rules they are still at greater risk: just because kids can see a car coming it doesn't mean that the driver can see them in the dark.

Adults and accompanying parents should also wear reflective materials – many jackets on the market have reflective patches already included in the design.

Reflective gear is also important when kids are using scooters, hoverboards, segways, longboards, etc. They should always wear reflective vests and helmets when using these as well.



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How to make the best use of reflective stickers?



As cyclists:

- ➔ Be sure to use reflective tape on the rims of your bike, not on the spokes or moving parts, which can create even more of a distraction
- ➔ Do not use flashing lights that can confuse drivers
- ➔ Attach reflective stickers on the bike's rear mudguard





Tips

Remember!

It is just as important for kids to be seen as it is for them to see other participants in traffic

- ➔ Staying visible on the road means that kids stay in charge
- ➔ Recruit older pupils to take part in school 'safety ambassador' programmes whereby they can help younger pupils on their way to-from school
- ➔ Invite parents to practice the safest way to school with their kids until they feel comfortable to do it alone
- ➔ Collaborate with Automobile Clubs and police departments to conduct a yearly check of children's visibility gear



10 METRES

Having the right lights, reflectors and reflective gear as a cyclist or pedestrian, means that drivers can see you as much as 40 metres earlier.



50 METRES








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Checklist






Checklist for cyclists:

-  Reflective vest
-  Light/bright coloured helmet
-  White/yellow light at the front of the bike
-  Red light and reflector at the back of the bike
-  Reflective tape on the rims of the bike tires
-  Reflectors on the pedals of the bike
-  Reflective sticker on the rear mudguard



Checklist for pedestrians:

-  Reflective vest
-  Reflective stickers and keychains on backpacks
-  Reflective arm/leg bands

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