

Kids' manifesto for safe and healthy journeys

Let's talk about...

SPEED

The pupils of

Please write the name of your school here

call on

Please write the name of your local authority or MP here

to help all children make safe and healthy journeys

It is our right to be able to make safe and healthy journeys in our community without fear of traffic and pollution. More than two-thirds (68%) of parents and carers would like their children to walk, cycle or wheel to school more. Top reasons they don't are because roads are too busy or traffic is too fast.¹

So, we are calling on you – our local authority – to make all roads around our school 20mph and free from speeding traffic. Danger from traffic prevents us from being able to walk and ride safely and affects our ability to be healthy and socially active. Children of all ages are at risk of being hurt or killed when walking or riding near roads. We need our journeys to be safe.

What do we need to make safe and healthy journeys?

- Slow traffic and clean air to breathe around schools
- Safe places to walk and ride away from traffic
- Safe places to cross roads.

Why is this important?

- Road crashes are the leading cause of death for children and young people worldwide²
- More than six children are killed or seriously injured on roads every day in the UK³
- Road crashes have a devastating effect on families and communities
- Pollution from traffic causes respiratory illnesses and other diseases
- Active travel such as walking and cycling is good for our health and good for the planet.

How can you help us?

- Introduce 20mph speed limits on roads near our school and in the places where we live and play
- Restrict traffic to reduce traffic pollution on roads near our school
- Build safe paths so we can walk and ride to school away from traffic
- Create safe places for us to cross roads when travelling to school and in the places where we live and play
- Encourage vehicle users to drive at the right speeds on the right roads.

Listen up grown ups! Here are some more important reasons why you should help us

- 1 Slowing down traffic saves children's lives.** Putting in place measures to reduce drivers' speed means fewer people killed and seriously injured on our roads.⁴
- 2 No one should be hurt on roads.** Roads connect us all, whoever we are and however we travel. Every death or serious injury on the roads is an avoidable tragedy. You have the power to put systems in place to stop them. Support Vision Zero and the Safe System approach to road safety to prevent death and injury from road crashes.
- 3 It's better for everyone if we walk, cycle and wheel more.** It's better for our physical health, mental health and the environment. And this means we need safe spaces to walk and cycle. As our local authority, you have the power to improve facilities for walking and cycling on our roads.

In our area, this means we want:

Please write here what would help you make safe and healthy journeys in your area.

Who else supports us?

Ask people who support you to write their names here and say why they support this manifesto

"Every child has the right to make safe and healthy journeys without fear of traffic and pollution."

Ross Moorlock, Interim CEO,
Brake, the road safety charity

1. Brake (2023) Brake surveyed 2019 parents in May 2023 to find out their opinions on road safety. The survey was carried out by independent research agency SurveyGoo.
2. World Health Organisation (2019) Global status report on road safety 2018. <https://www.who.int/publications/i/item/9789241565684>
3. Department for Transport (2022) Reported road casualties in Great Britain. Annual report 2021 and associated data tables.
4. PACTS (2023) LUSTRE: Lower urban speed limits in Europe: What does the evidence show? <https://www.pacts.org.uk/wp-content/uploads/Lustre-Report-2023-Funded-by-the-RST.pdf>

Thank you for
your support

Because every child has
the right to make safe
and healthy journeys

ROAD
SAFETY
WEEK

Organised by
Brake
the road safety charity

Sponsored by
ARVAL
BNP PARIBAS GROUP

DHL

AUTOGLOSS

Supporting
THORN

www.brake.org.uk/RoadSafetyWeek