**News from Brake**
**Immediate issue: June 2016**Contact: Dave Nichols, news@brake.org.uk, 01484 559909

**Educators urged to register for UK Road Safety Week and Pledge to do six simple things to save lives**

Educators are urged to start planning and register now for [Road Safety Week](http://roadsafetyweek.org.uk/) 2016 (21-27 November), the UK’s biggest road safety event, which involves thousands of schools each year. Road safety charity Brake, which coordinates the event, is encouraging educators to go to [www.roadsafetyweek.org.uk](http://www.roadsafetyweek.org.uk) to get ideas on teaching and promoting road safety during the Week, and register for a free e-action pack.

Now in its 20th year, Road Safety Week is coordinated with the support of headline sponsors Aviva and Specsavers, and the Department for Transport. It’s a great opportunity for teachers, youth workers, and early-learning educators to engage pupils of all ages in lessons and activities encouraging safe, sustainable, responsible road use throughout the community.

**Educators can access free electronic resources and guidance to help them get involved.** Go to [www.roadsafetyweek.org.uk/educators](http://www.roadsafetyweek.org.uk/educators) for ideas and to register to get a free e-action pack (available from September). This includes downloadable posters to display during the Week, interactive resources, advice and case studies of what other schools have done in previous years.

**For this year’s Road Safety Week, we have chosen to focus on the six elements of the** [**Brake Pledge**](http://roadsafetyweek.org.uk/content/theme/595-make-the-brake-pledge)**: Slow, Sober, Secure, Silent, Sharp and Sustainable.** Educators can link activities to this theme or any road safety topic. Brake is encouraging everyone to make and share Brake’s Pledge, showing their commitment to saving lives and keeping our roads safe. Educators can engage pupils in exploring the dangers of the road based on one or all of these topics, including getting them to make sure the driver of any car they are a passenger in sticks to the six Pledge points. They can: run a travel survey; get children to make their own road safety Pledge, promote safe and active travel through a display or web page; run lessons and assemblies that explore the Brake Pledge. [Read more](http://roadsafetyweek.org.uk/educators).

Road crashes are the biggest cause of death among young people [1], and there is increasing acknowledgement of the threat traffic pollution and sedentary lifestyles pose to children and families. So raising awareness of road safety and creating safe spaces for sustainable and active travel is vital. It’s an engaging topic, with plenty of scope for creative and interactive learning, while also meeting curriculum goals. Road Safety Week is also an opportunity for schools to promote wider action in the community to protect local children and families. [Read more examples](http://roadsafetyweek.org.uk/you/39-you-did-it) of how educators got involved in 2015.

**REGISTER NOW!** Register at [www.roadsafetyweek.org.uk/educators](http://www.roadsafetyweek.org.uk/educators)to get a free e-action pack.

Plus, stay in touch by following **@BrakeCharity** and tweet about the Week using **#roadsafetyweek**

**Dave Nichols, Community Engagement Manager for Brake, said:** “We’ve designed this year’s theme to be action orientated. Anyone can make and share the Pledge – individuals, schools and parents. It’s practical, and if every driver vowed to, slow down, never drink or take drugs when driving or use their mobiles, always wear a seat belt and make sure children ae safely restrained, get their eyesight regularly tested, and minimise the amount they drive, then our roads would be safer places for everyone.

“Educators can be pivotal in getting these vital messages out to families, young people and local drivers and making a difference to people’s lives. Thousands of schools and colleges get involved in Road Safety Week every year, by running lessons, projects, fundraisers and local awareness campaigns for safer streets. I would encourage anyone who hasn’t already registered to sign up now for our free action pack.”
 **Notes to editors:**

**About Road Safety Week**[Road Safety Week](http://www.roadsafetyweek.org.uk/) is the UK’s flagship road safety event, coordinated annually by the charity Brake, and now in its 19th year. In 2015 it will take place 23-29 November, with headline sponsorship from Specsavers and with support from the Department for Transport. Road Safety Week aims to raise awareness about the devastation of road crashes and casualties, and the part we can all play in making our roads and communities safer. It does this by encouraging grassroots involvement and promoting awareness-raising and educational messages. Each year it involves thousands of communities, schools, organisations and professionals across the UK running a wide range of road safety activities. [www.roadsafetyweek.org.uk](http://www.roadsafetyweek.org.uk)

**About Brake**[Brake](http://www.brake.org.uk/) is a national road safety charity, founded in 1995, that exists to stop the needless deaths and serious injuries that happen on roads every day, make streets and communities safer for everyone, and care for families bereaved and injured in road crashes. Brake promotes road safety awareness, safe and sustainable road use, and effective road safety policies. We do this through national [campaigns](http://www.brake.org.uk/campaigns), [community education](http://www.brake.org.uk/communities), [services](http://www.brakepro.org/) for road safety professionals and employers, and by coordinating the UK's flagship road safety event every November, [Road Safety Week](http://www.roadsafetyweek.org.uk/). Brake is a national, government-funded provider of [support](http://www.brake.org.uk/support) to families and individuals devastated by road death and serious injury, including through a helpline and support packs.

Follow Brake on [Twitter](https://twitter.com/Brakecharity), [Facebook](https://www.facebook.com/Brakecharity), [The Brake Blog](http://www.brake.org.uk/blog).

*Road crashes are not accidents; they are devastating and preventable events, not chance mishaps. Calling them accidents undermines work to make roads safer, and can cause insult to families whose lives have been torn apart by needless casualties.*

**About Specsavers**

* Specsavers has more than 1,600 stores throughout the UK, Ireland, the Netherlands, Sweden, Norway, Finland, Denmark, Spain, Australia and New Zealand
* Total revenue for the Specsavers Group was £1.7 billion in 2011/2012
* More than 20 million customers used Specsavers globally in 2011/2012. As of end March 2012, Specsavers had 16,138,076 customers in the UK and 928,582 customers in the Republic of Ireland
* Specsavers optical stores and hearing centres are owned and run by joint venture or franchise partners. Together, they offer both optical and hearing services under one roof
* Specsavers employs more than 30,000 staff
* Specsavers was voted Britain’s most trusted brand of opticians for the eleventh year running by the Reader’s Digest Trusted Brands survey 2012
* More than one in three people who wear glasses in the UK buy them from Specsavers - 10,800,000 glasses were exported from the warehouse to stores in 2011
* Specsavers was ranked No 1 for both eye tests and glasses in the UK
* Specsavers sold more than 290 million contact lenses globally in 2011/12 and has more than a million customers on direct debit schemes. Specsavers' own contact lens brand - easyvision - is the most known on the high street
* The hearcare business in the UK has established itself as the number one high street provider of adult audiology services to the NHS
* Specsavers supports several UK charities including Guide Dogs, Hearing Dogs for Deaf People, Sound Seekers, the road safety charity Brake, the anti-bullying charity Kidscape and Vision Aid Overseas, for whom stores have raised enough funds to build a school of optometry in Zambia and open eyecare outreach clinics in much of the country

**End notes**

[1] Death registrations in England and Wales: Table 2 Deaths by age, sex and underlying cause, 2012 registrations, Office National Statistics, 2013