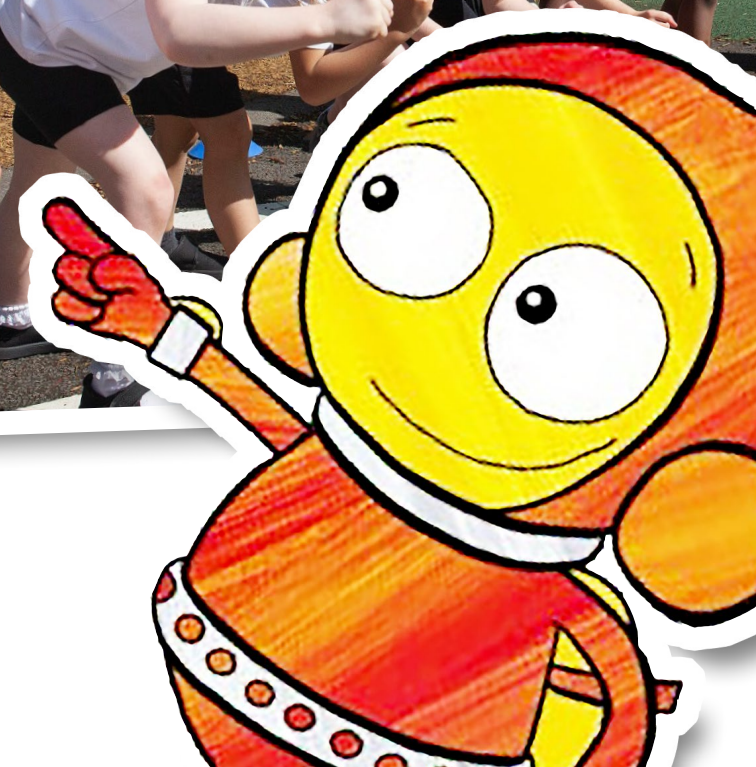


Go Safe with Ziggy!



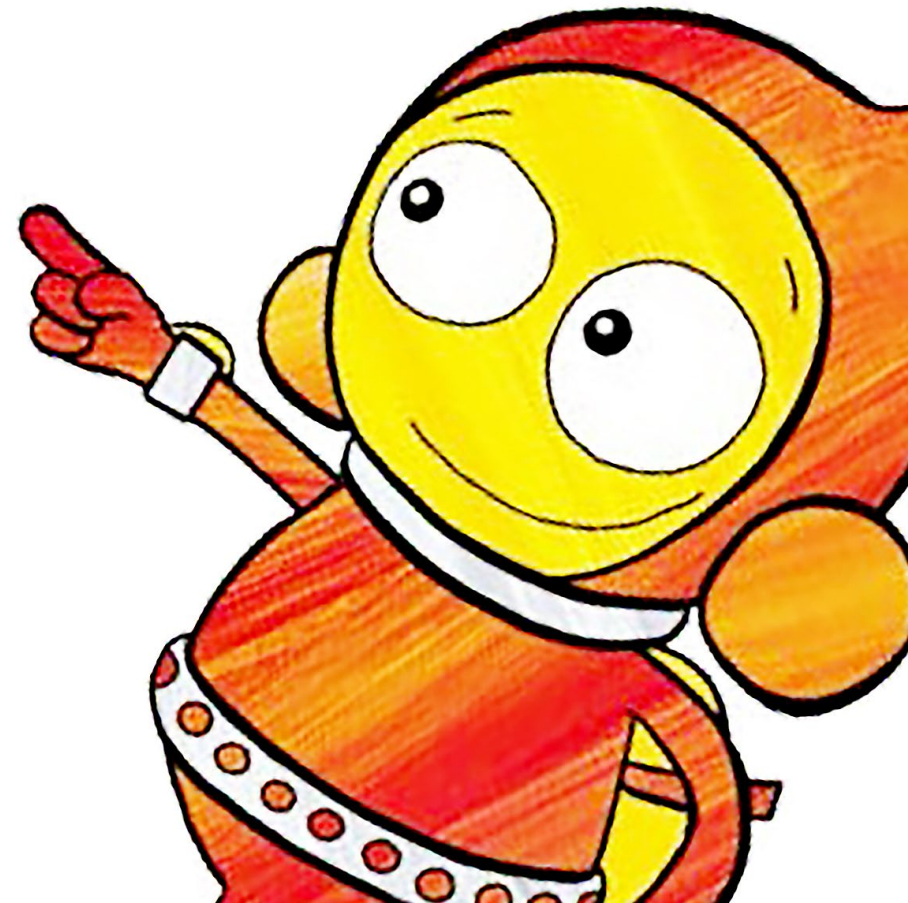
**CAMPAIGN
TOOLKIT**

Go Safe with Ziggy!

Road Safety Scotland's 'Go Safe with Ziggy!' learning resource helps equip children with the skills, knowledge and attitudes that will help keep them stay safe now and in later life.

The nationwide learning resource, for children up to six years old, teaches children road safety skills that will last them a lifetime through fun, easy and engaging videos, games and activities available to Early Learning and Childcare (ELC) centres and Primary 1 classes throughout Scotland.

The much-loved series of colourful Ziggy books explores road safety themes including holding hands, safe places to cross and safety in the car, and is also available in Scots (online only) and Gaelic versions.



Key Aims

'Go Safe with Ziggy!' aims to:

- Set young children up with road safety skills they'll use for life.
- Encourage and inspire young children (and the adults around them) to go on their own road safety journey – playing, talking and reading together.
- Create a hands-on, multimedia experience at home, nursery or school for children in three key age groups: 0-3, ELC and Primary 1.
- Maintain a link between school and home by inviting ELC centres and Primary 1 classes to order the little books for children to take home.



Available resources

Hard copy resources

Big book sets:

Teaching packs containing Ziggy stories in big book format are available for ELC centres and Primary 1 classes or any community setting where parents/carers attend with their young children.

Little books:

Early Learning and Childcare centres and Primary 1 classes are invited to order the little books for children to take home on an annual basis. The series of Ziggy books includes the following titles:

Book titles

For ELC

Ziggy and the Lollipop
Ziggy's Halloween Wish
Ziggy Visits Granny
Ziggy Goes Zab-a-ding-a-Whееee
Ziggy's Sunny Holiday
Ziggy and Maggie Start School

For Primary 1

Ziggy's Sports Day

To order, go to:

<https://roadsafety.scot/books>



'My Journey with Ziggy' pack:

a resource pack designed to support the important link between home and school. The pack comprises a cuddly Ziggy soft toy and a simple journey diary in a bright reflective drawstring bag. Every ELC and Primary 1 class teacher can receive a pack by taking the class out for a walk and following up with an interactive Ziggy's Big Day Out online activity.

For further information:

<https://roadsafety.scot/ziggys-big-day-out>

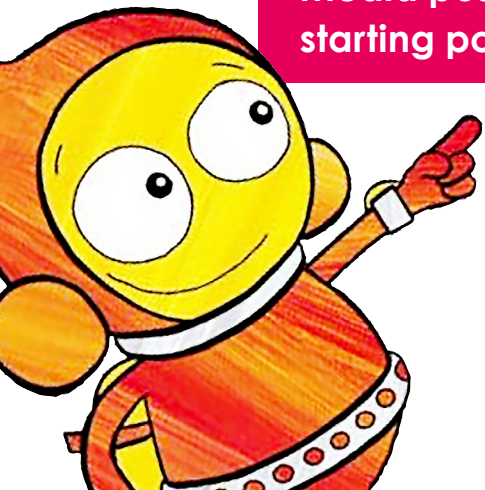
Online resources

A diverse range of engaging activities, videos, stories and interactive games can be found on roadsafety.scot/learning/early/go-safe-with-ziggy

How you can get involved

We would appreciate any support you can offer the Go Safe with Ziggy campaign by spreading the word and sharing some of our messages on social media. Please use **#GoSafeWithZiggy** so that we can see and share your posts!

Feel free to use some of these suggested social media posts as a starting point.



Example Facebook posts:

f Zab-a-Ding-a-Doo!
Reading about loveable **@roadsafetyscotland** character Ziggy is a fun and engaging way to teach your little ones about road safety. Find out more on <https://roadsafety.scot/learning/early/go-safe-with-ziggy> **#GoSafeWithZiggy**

f Looking for fun way to teach your youngsters about road safety? Check out these great **#GoSafeWithZiggy** resources from **@roadsafetyscotland**: <https://roadsafety.scot/learning/early/go-safe-with-ziggy>

Example tweets:

t **#GoSafeWithZiggy** by using these fun road safety activities and resources from **@RoadSafetyScot**: <https://roadsafety.scot/learning/early/go-safe-with-ziggy>

t Take a look at the **#GoSafeWithZiggy** resources from **@RoadSafetyScot** - a great way to teach road safety skills in a fun and exciting way. <https://roadsafety.scot/learning/early/go-safe-with-ziggy>

#GoSafeWithZiggy

Field & Partnership



To help share Ziggy's important message with as many children, teachers, parents and carers as possible, we will be engaging with partners across Scotland and we have some exciting plans already in place.

You may have seen our partnership with the Scottish Library & Information Council which saw Ziggy books and resources being distributed to libraries throughout Scotland. These were distributed to a central library contact within each local authority.

- If you would like to know what's happening in your local libraries, Road Safety Scotland can provide you with the central library contact in your area. Please contact debbie.nicol@transport.gov.scot or roadsafetyscotland@leith.co.uk
- If you would like to get involved with future partnership activity, please contact Leith Links roadsafetyscotland@leith.co.uk

