



**Check it, don't chance it. Don't leave safety to chance.
Quick, simple checks can prevent many childhood accidents.**

Chancing it

Activity for young people aged 11 plus

Draw it!

Are accidents just fate? Or is there anything you can do to prevent them?

Can you draw an accident that's just about to happen? Here are some ideas to get you started:

- a cyclist about to be knocked off their bike by a car
- a toddler about to fall into a bath full of scalding hot water
- a pedestrian about to step in front of a car while texting on their mobile
- a young child about to drink weed killer that's been stored in an old soft drinks bottle

Then write down:

- all the things that could stop the accident from happening in the first place
- all the things that could help make the injury less serious
- all the things that could happen as a result of the accident

Tip – if you need more information, look at the Child Safety Week ideas booklet or download fact sheets and sample leaflets from Child Accident Prevention Trust's website

www.capt.org.uk

Text it!

You work for an advertising agency and you've been asked to run a "viral marketing campaign", sending SMS messages to young people's mobiles.

Your client is a safety charity. Your job is to translate their advice into SMS messages that young people will want to read. Here is their safety advice:

- House fires can spread quickly and the sooner you know that there is a fire, the better. Make sure the adults in your house fit smoke alarms.
- Your head and brain are the most important part of your body. Always wear a properly fitting cycle helmet when out and about on your bike.
- You can be really badly hurt if you are knocked over by a car. Never try crossing the road while wearing headphones to listen to your favourite group. You won't be able to hear traffic properly.
- Never take the risk of trying to dash across the road in front of a bus dropping people at a bus stop. You don't know when the bus will move off and drivers cannot see you.
- It's hard for drivers to see people walking or cycling when it's dark. Always wear something bright if you are walking or cycling at night.
- Wearing a seat belt can stop you from being blinded if you go through the windscreen or even save your life. Always put your seat belt on when travelling in the car.

Tip – if you're short on time, just choose a couple of messages and focus on them. To see how other advertising agencies tackle safety, log on to www.thinkroadsafety.gov.uk/mediacentre/mediapage.htm or go to www.odpm.gov.uk, then choose Fire from the list of options on the left hand side to take you into the Fire site and then pick Fire safety campaigns from the list of section contents to take you to the ads.