



The Children's Traffic Club

Report - all areas of the UK

Members Survey 2007

January 2008

Introduction

This survey, carried out by **dbda**, targeted parents/carers of Club members receiving Book 6. It is the latest initiative of the ongoing evaluation of The Children's Traffic Club, part of our commitment to the success of the scheme, its effectiveness as an injury prevention initiative as well as its educational value.

This is the largest parents survey we have undertaken so far, in terms of numbers invited to participate and sample received. We invited members from all areas where the Club currently operates. This includes the whole of Scotland, the whole of Wales, the whole of Greater London, and small 'pockets' of participating areas throughout England.

In this report, we have analysed the sample altogether, to produce a UK-wide benchmark. In addition, we have produced separate reports for Scotland, Wales and London so that regional road safety organisations and practitioners can compare the results of their area with the benchmark.

There are some small variations on the way the Traffic Club operates in different UK areas:

- in Scotland, members receive a plastic wallet with their first book to keep their material in
- in Wales, members can opt to receive material in Welsh
- in London, members receive a 7th book which is an Activity Book.

None of the above differences bear any significance to the results of this survey as the actual 'core' material remains constant.

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Structure of the survey

Parents were asked to complete a 3-page questionnaire on issues relating to membership material, their usage and observed changes into their child's road safety habits before and after they were members.

Parents who returned a completed questionnaire were sent a free Traffic Club item as a 'thank you' present.

A total of **10,000** parents/ members were sent the questionnaire over a period of 6 weeks. This number included:

- **3952** parents/ members from London
- **4493** parents/ members from Scotland
- **1208** parents/ members from Wales (from whom, 117 had asked to receive material in Welsh)
- **347** parents/ members from areas in the rest of UK.

15.4% of the parents/carers who had received a questionnaire returned it within the pre-determined period of 3 months.

Sample: 1538 = 100% unless stated otherwise.

Note:

Although we did not include in the analysis any completed questionnaires received after the closing date, we've sent the 'thank you' present to members, as promised.

An overview of the survey results

The survey confirmed that The Children's Traffic Club (CTC) is one of the most effective ways to develop awareness of traffic dangers and road safety skills to young children.

- The overall satisfaction level of parents/carers is very high.
- The overwhelming majority of parents are very impressed with the quality of the material and very appreciative that the scheme is free.
- Suitability of material for the age group is also very high – some exceptions exist and are of concern although a number of them are due to using the CTC material outside the recommended age bracket of 3-4 years of age.
- We are very pleased to see the positive influence of CTC spreading well beyond the member child, to other children in the family and the parents/carers themselves.
- In this survey, we have noticed a much higher number of children attending a nursery, than in previous surveys, as well as the wish of many parents/carers to have nurseries reinforcing/ complementing the work they do at home.
- The reported behaviour of children 'before' and 'after' becoming members of CTC, in some crucial safety indicators like Holding Hands and Being Restrained in the Car, is very encouraging – even allowing for a margin of over-claim by the parents/ carers.
- Regarding the CTC members material, the balloon stickers remain extremely popular and they provide a 'hook' for children to get involved. We have also noticed that most parents/ carers are able to use the stickers as a 'reward' tool – not an easy task with this age group.
- The balloon characters in general are very well received by children and parents alike and most children make the connection between the safety message they represent and the actual character – many parents/ carers have reported using the balloon names as a quick way to remind the child what to do, when outside.
- Parents/carers have also commended positively on the fact that the same 6 child characters appear throughout the books and that they represent different ethnic groups.
- A very strong point of the CTC remains the fact that it is delivered at home, with the child's name on the address label. This helps tremendously to get children engaged with the scheme and increases 'ownership' of the material.
- In this survey, we have noted a much stronger emphasis in 'practising outside' than similar surveys done during the last 10 years. This is very encouraging as practice in real life situations is the most important aspect of road safety training.
- Usage of the CTC books is also better defined than previous surveys, with a clear pattern emerging: the majority of members will use a book intensely

during the first two weeks of receiving it, then 'dip in' as needed. A high revision rate is reported.

- In general, the CTC books are very valued in members' households, often passed on from one child to another. One exception has been a parent reporting that they recycle each book as they finish it!
- With the CTC established now for many years, we had a large number of members where older children had also been members. Working with the CTC books for the younger child, has served as a reminder to the older ones. This is a real bonus as older children are more exposed to risk from traffic.
- The issue of language with non-UK parents/carers does not appear to be a significant problem among the sample – indeed, some have commended on how the CTC books have helped them with the learning of English. We must consider however, that those with problems perhaps were unable to respond to the survey, in the first place.
- We received a very large number of comments from parents/ carers. This is a very good indication of how members have been engaged with the project. It is encouraging to read how important the CTC has been for many parents in teaching their children how to stay safe.
- We had a large number of suggestions from parents/ cares. Some of them are definitely worth considering for future extensions to the CTC.
- Unavoidably, we also had a small number of negative comments. Some of them relate to 'Tuffty', others criticising specific aspects but being happy otherwise, etc. We will be reviewing all of such comments and aim to address the problem, whenever possible.
- Finally, for the first time in our CTC surveys, parents/ carers report of children using the CTC website for games and activities. This of course reflects the spread of the internet during the last few years, throughout the country. It also provides us new opportunities to further reinforce the road safety messages.

Survey analysis

About the parents/carers who took part in the survey

It was asked that the parent or carer most involved with The Children's Traffic Club, completes the questionnaire.

- 92% of the respondents were the mother of the member child
- 7% were the father
- 1% were a grandparent
- A tiny number (below 0.5%) were older siblings.

Parents/carers were asked if any other languages were spoken in the household, except English.

- 23% of the total sample was speaking another language at home, except English. This varied a lot over the various UK regions:
- 9% of the Scottish sample
- 31% of the Welsh sample (85% of which were speaking Welsh)
- 22% of the English sample (excluding London)
- 32% of the London sample

A full breakdown of the languages spoken is shown in Appendix A.

Children attending a nursery

- 91% of the CTC members were attending a nursery.

From the above [sample of 1395 = 100%] when asked if their child's nursery was promoting The Children's Traffic Club:

- 30% said Yes
- 15% said No
- The rest did not know.

The Children's Traffic Club as a road safety tool for parents/carers

97% of the parents/carers said that the Club had helped them teach their child road safety skills

- 47% said it helped very much
- 50% said quite a lot
- 3% said very little

79% said the Club had helped them *personally* to become more road safety aware

- 30% said it helped very much
- 49% said quite a lot
- 17% said very little
- 4% said not at all

81% of those parents/carers who had other children in the household [sample of 975 = 100%] said the Club had also helped them teach road safety to their other children.

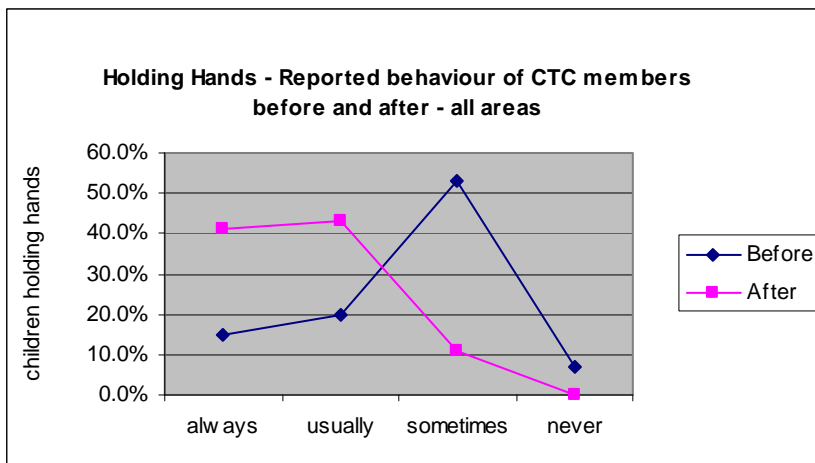
- 35% said very much
- 46% said quite a lot
- 11% said very little
- 8% said not at all

Reported members' behaviour before and after membership to the Club

This section aimed to establish the extent of the Club's influence on members in some key 'road safety' areas.

Holding Hands

- 26% more children were reported to 'always' hold hands with a grown up when outside, and
- 23% more children were reported to 'usually' hold hands with a grown up when outside.
- The number of children who 'never' held their parent's hand when outside, dropped to zero.

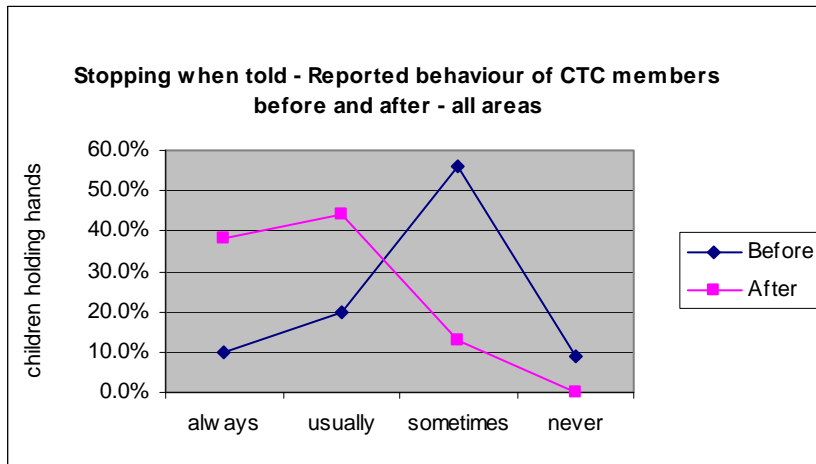


This is a significant result, especially when considering that as children get older, they may be less inclined to 'hold hands' with a grown-up. Many parents have also commended on how their child reminds them to hold their hand when they are out.

Stopping when told to

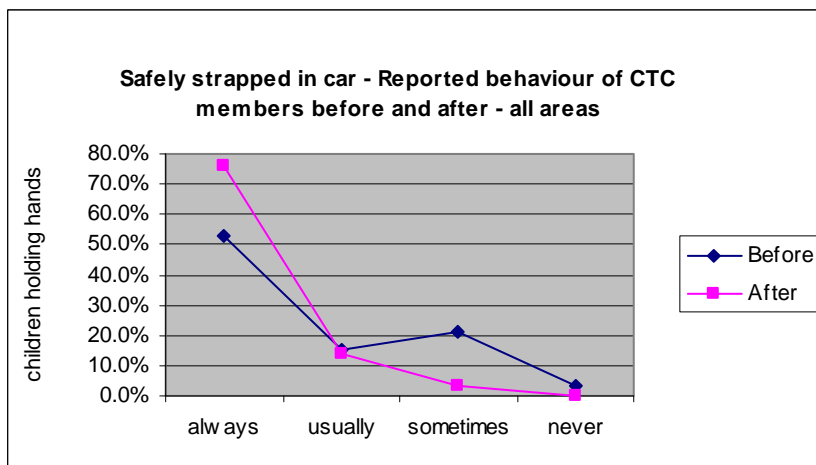
- 28% more children would 'always' stop when asked to by their parent or carer.
- 24% more children would 'usually' stop when asked to.
- The number of children who would 'never' stop when asked to, dropped again to zero.

Another significant improvement in children's behaviour when outside, near traffic.



Travelling safely strapped in the car

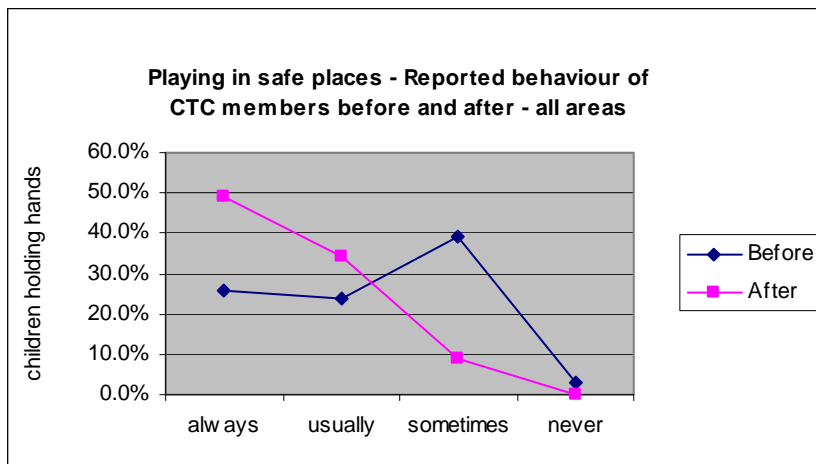
- 23% more children were reported to 'always' travel safely strapped in the car.
- Those that reported to 'usually' have their child strapped in the car, remained roughly the same.



Several parents commended on either how much easier is to keep their child strapped in the car, or how the child him/herself reminds them to strap them in.

Playing in safe places

- 23% more children were reported to 'always' play in a safe place, away from traffic.
- 11% more children were reported to 'usually' play in safe places.
- The number of those who only 'sometimes' play in safe places dropped by 30% and those who 'never' play in safe places dropped to zero.



Satisfaction with/ suitability of Club material for children

100% of parents said that their child liked the pictures, stories and activities in the Traffic Club books

- 80% very much
- 20% quite a lot

98% of parents said that their child liked the balloon characters

- 78% very much
- 20% quite a lot

100% of parents said that their child liked the stickers

- 95% very much,
- 5% quite a lot

98% of parents said that the books were suited to their child's abilities at the time

- 50% very suited
- 48% quite a lot suited)

97% of parents said that their child stayed interested in the Club since they joined

- 55% very much
- 42% quite a lot

Ease of use/ usefulness of Club material for parents

100% of parents said that they found the books easy to use

- 78% very easy
- 22% quite easy

93% of parents said that the amount of guidance was 'just right' for them

- 6% thought there was too much guidance
- 1% not enough

95% of parents said that they found the 'Checklists' useful

- 44% very useful
- 51% quite useful

Frequency of Club material usage by parents/children

89% of parents had worked through all or most topics with their child

- 43% all
- 46% most

50% of parents had used each book with their child at least once a week

- 3% every day
- 23% every few days
- 24% once a week

93% of parents had practised what was learned outside, with their child, at least once a week

- 57% every day
- 29% every few days
- 7% once a week)

92% of parents had gone back to look at previous books with their child

- 30% often
- 62% sometimes

Parents' overall impression of The Children's Traffic Club

99% of parents said their child had enjoyed being a Club member

- 78% very much
- 21% quite a lot

98% of parents rated very highly The Children's Traffic Club as a road safety programme

- 68% thought it was excellent
- 30% very good

99% would recommend the Club to other parents

- 77% would 'strongly' recommend the Club

Appendix A: Languages spoken at home other than English

Language	No. of people	Area
French	1	Blank
Gaelic and Dutch	1	Blank
Italian	1	Blank
	3	

Bengali	3	England
French	1	England
German and French	1	England
Ghanaian	1	England
Italian	1	England
Pashto	1	England
Portuguese	1	England
Punjabi	2	England
Punjabi / Urdu	1	England
TWI	1	England
Urdu	1	England
Urdu and Punjabi	2	England
Welsh	1	England
	17	

Arabic	1	Wales
Chinese	1	Wales
French	2	Wales
French and German	1	Wales
GERMAN	1	Wales
Hindi	1	Wales
LITTLE WELSH	2	Wales
small amount of Welsh	1	Wales
Some Welsh	5	Wales
WELSH	49	Wales
Welsh and a little Spanish	1	Wales
Welsh, German and Polish	1	Wales
	66	

Appendix A: Languages spoken at home other than English

Language	No. of people	Area
A little French and Spanish	1	Scotland
AFRIKAANS	1	Scotland
ARABIC	2	Scotland
BENGALI	1	Scotland
Bulgarian	1	Scotland
CANTONESE	1	Scotland
Catalan	1	Scotland
CATALAND AND SPANISH	1	Scotland
CHINESE	4	Scotland
Crio (Sierra-Leonne)	1	Scotland
FARSI	1	Scotland
SHONA (ZIMBABWEAN)	1	Scotland
Filipino	1	Scotland
FRENCH	4	Scotland
GAELIC	8	Scotland
GERMAN	1	Scotland
Greek	1	Scotland
HINKO	1	Scotland
Icelandic	1	Scotland
Irish	1	Scotland
Malay	1	Scotland
NAPALI	1	Scotland
PUNJABI	2	Scotland
PUNJABI & URDU	1	Scotland
SLOVAK	1	Scotland
SOME GERMAN	1	Scotland
SPANISH	2	Scotland
SPANISH & FRENCH	1	Scotland
Swedish	1	Scotland
Swiss German	1	Scotland
Urdu	2	Scotland
Urdu / Punjabi / Arabic	1	Scotland
URDU, PUNJABI	1	Scotland
Yes	1	Scotland
	51	

Appendix A: Languages spoken at home other than English

Language	No. of people	Area
A little Vietnamese	1	London
ALBANIAN	1	London
ALGERIAN, ARABIC, FRENCH	1	London
Amharic	1	London
ARABIC	8	London
ARABIC AND FRENCH	3	London
ARABIC, PERSIAN	1	London
BANGLADESHI	2	London
Bengali	2	London
Broken French / Patois	1	London
CANTONESE	3	London
CHINESE	3	London
CREOL - HINDI	1	London
CREOLE	1	London
CREOLE, FRENCH	1	London
Dagbanli	2	London
DANISH	2	London
DINKA	1	London
Dutch	1	London
FANTI	1	London
FARSI	1	London
FILIPINO	1	London
FRENCH	13	London
GERMAN	3	London
German, French	1	London
GHANAIAN	1	London
Ghanaian (TWI)	2	London
GREEK	6	London
GREEK & ITALIAN	1	London
Gujarati	10	London
GUJRATI, HINDI	1	London
HEBREW	3	London
HINDI	2	London
HUNGARIAN	2	London
HUNGARIAN & ARABIC	1	London
IGBO (NIGERIAN)	3	London
INDIAN	1	London
IRISH	1	London
ITALIAN	4	London
Italian and Arabic	1	London
JAMAICA - PATWA	1	London
JAPANESE	4	London
Korean	1	London

Appendix A: Languages spoken at home other than English

Language	No. of people	Area
Krio, Sierra Leone languages	1	London
LUGANA	1	London
LUGANDA	1	London
Malayalam	1	London
MARATHI	2	London
Memon/Kachi	1	London
Mongolian	1	London
Polish	4	London
Portuguese	4	London
PUNJABI	9	London
PUNJABI, HINDI	1	London
RUSSIAN	2	London
SERBIAN	1	London
SOMALI	3	London
SPANISH	10	London
Spanish and Greek	1	London
SPANISH, FRENCH	1	London
SWEDISH	1	London
Tagalog	2	London
TAMIL	7	London
Telugu	1	London
THAI	2	London
TURKISH	7	London
Twi (West Africa - Ashanti)	9	London
Twi and Ada	1	London
URDU	9	London
URDU, ARABIC	1	London
URDU, PUNJABI	3	London
WOLLOF	1	London
yes	2	London
Tamil	1	London
Yiddish (Jewish)	12	London
YORUBA	9	London
Yoruba and French	1	London
	214	

Appendix B: Comments received

A very large number of comments were received, mostly just complimentary to the Club and saying thank you. Below, we have listed the most interesting comments grouped in categories for easier reading.

- We had very few negative comments – these are all listed.
- The text on all comments received has been left unedited as an indication of the parents' background.
- We have highlighted in bold any comments of particular interest.
- A full list of comments is available upon request.

Comments on usage of the material

Although we were always road safety aware, the fact that we got the books and actually sat down with them and the stickers made my daughter very conscious of road safety. She even corrects me when I forget to put on my seatbelt before driving off or when I have her walking nearest the kerb. *(Scotland)*

As a mother of two I found the book "Children Traffic Club" the greatest book. My son who is going to be five loves the characters in the book and I do have his full attention when I read the book to him. I also use the books to my two and a half year old and I can see that she is very interested too. As a childminder I also use the books to teach other children, I really find these books wonderful, all the information they need is in the book, I also take this opportunity to thank you very much for the books! *(England)*

I'd like to say thanks. The books have been terrific help. I have a very active and indifferent minded girl, who before we got the books was quite hard to keep close when out. She loved the books and now will do all the things the kids in the books do, just because somehow she really, connected with them. She loves the stickers too! *(London)*

Ethan was 3 years old when we first received the books, which I felt might have been a little too young, once he got closer to his 4th birthday it seemed more suitable, obviously they are catered for accordingly, but at 3 he seemed more interested in the characters and stickers. The books take pride on his bookshelf and if he sees any children stepping off the pavement or running away from their parents he comments. I think they are excellent, informative and a joy to look at and read. *(Wales)*

I have found the books particularly useful to re-enforce the things I have been teaching them on road safety and any time we're having problems we can turn to that particular page and go over it again. *(Scotland)*

My son enjoyed the series of books and the illustrations did help to show the dangers of crossing the road etc. I could also use them to ask him what he thought would happen if someone ran into the road and I think it has made him more aware of the importance of road safety. He enjoyed being rewarded with the stickers which made it more fun. *(England)*

Well done. My son age 4 years loves the books, especially the stickers, it makes him feel included being in charge of the stickers. When the book comes through the post he makes me read it to him from start to finish in one go. The bright colours and the activities keep him interested, I've never seen him concentrate so much! *(Wales)*

I think that my son has become more aware of car safety, although we always strapped him in the car since he was a baby, he used to unstrap himself when he became able but now he is a lot more aware of why he shouldn't do it. We had a lot of fun with the pictures where you had to predict what would happen next. He doesn't like colouring in very much and we don't always do all the activities but we always read the stories and discuss all the things that are covered on each page.
(Scotland)

Enjoys when he uses the books to identify areas in his local area. *(London)*

I thought the traffic club was excellent. We would read the new book every night for a week, I would then discuss the topics when we were out and about. I would then 'rest' the book and go back to it every so often. Excellent learning tool for road safety, would recommend to other parents. I will also use on my other child at the appropriate age. *(Scotland)*

My 4 year old son Anastasis likes the books very much especially the balloons characters. When we read the stories he asks a lot of questions about them. When I want him to hold my hand or walk on the pavement or anything else I just say the name of a balloon character and most of the time it works. *(London)*

Josef is quite young for his age and showed little interest in books 1 and 2. By book 3 he was 'hooked' and went back to 1 and 2 and over again! *(Scotland)*

She is good now and sometimes she is not but that is why I put all the books out and we look at all of them again so she knows what to do. They are good books and I have just had a baby and I will keep all the books and do road safety with her too. So thank you for all your books because they do help people like me with children. *(Wales)*

Kirsty loved the books and was very keen to use what she learnt, I thought it was excellent and had more impact than boring old mum banging on about it. She accepted the stories as true and loved the stickers. She keeps all the magazines in the folder and reads them a lot. Thank you *(Scotland)*

Not only do I go through the booklet with my son, he often gets them out and looks through them on his own, talking about the different activities and topics. We think these booklets are very worth while and very effective. *(England)*

My daughter would look at the booklet every day for the first week and then regularly every couple of weeks after that. I found the traffic club an excellent way to teach my child about road safety. *(Scotland)*

Once the new book arrives, Ethan wanted to read it every day sometimes for a fortnight. *(Wales)*

My son really enjoyed the books and looked forward to them coming through the letter box.

He always tries to get out of the car on the 'safe side' and always walks on the inside away from the traffic. He sometimes picks a TC book as his bedtime story. *(Scotland)*

Because we very seldom walk around towns, not all the topics have been equally relevant. The CTC has been really useful in encouraging safety awareness and compliance. If necessary we remind him that he's a proper member of the CTC and that usually does the trick! *(Wales)*

My 4 year old son Socrates is autistic and the books helped him to understand better. The pictures and the balloons characters helped. Also the stickers. In some situations if I mention the balloon characters he knows straight away what to do or what's happening. *(London)*

If we are out we always think of what the book would say in what ever the situation is at the time. *(Scotland)*

Having an older brother certainly helped, as some things, like using stickers were too difficult for a nursery age child. Lots of fun for as a shared task however. Also liked the idea of coming through the post my child saw it as a real treat every few months. I learnt quite a bit too sharpened my awareness a bit. Would certainly recommend it, loved its colourful booklet and activities. *(Wales)*

Samuel liked the child's traffic club so much he even went on the computer to access the web site. He liked this because the music was easy to follow for the traffic song and he liked the interaction better. I will probably miss not having the books and Samuel looked forward to opening them and reading them. Sam liked the fact they came for him with the normal post. Thank you for bringing memories back of the Tuffty club which would be equivalent of the traffic club today which I had enjoyed very much, like Sam. *(Scotland)*

My child likes the books a lot and asked me to read it to him again and again. It is a lot easier to explain to him about road safety when we are out and about now. He can even remind me what to do when we were walking along the street. These are a set of excellent books. I will strongly recommend them to other parents. I would also like to thank you for this wonderful initiative. Well done!! *(London)*

Having the stickers helps my child by keeping his attention. He can only stick the stickers on when we've completed the whole book. He enjoys all of the aspects of the book and has learnt a lot. We live in the country so the traffic is minimal. The book has taught him what to do in different situations and he puts this into practise when we visit relatives in Chester. *(Wales)*

Francis get to open his mail by himself, he enjoy the books and he actually takes it to nursery and share it with all his friends. Luckily for Francis the school are teaching them road safety awareness and the teachers said that Francis talked about how to cross the road and he said we must stop, look, listen before they cross the road. We actually sing and practice together by walking across the road so Francis remember, he gets to have stickers and he show of to his friends. Thank you to the Children's Traffic Club team and everyone that made this book possible, am sure all other parents that get to read this book with their children will all say big thank you. *(London)*

The booklets have been very useful for highlighting road safety issues. We always go through each booklet when it comes doing a page a day then revisiting the appropriate page if an incident occurs when we are out. We found the stickers very good for using as star chart and rewards for good road safety behaviour. All in all we have enjoyed the booklets and have found them very useful. We look forward to referring to them for a time to come. *(Scotland)*

The way it works with each new book is that we seem to read it everyday for a few days, then about the following fortnight it becomes less often, as we've practised and learnt the lessons whilst out. We do go back every so often and I'll commend Sammy frequently as he's usually practising all we've learnt. The whole programme was excellent, will there be a follow up programme or continuation even? *(London)*

We think these books are excellent, I use them with both my children and have found them very useful and we do the activities together as a family. Very good, thanks. *(Wales)*

We found we used the books a lot as story books and the practical side not so much as we are more often out on bikes than on foot. *(London)*

We live in a remote country area so do not use busy roads every day. The Children's Traffic Club has therefore been a really useful and positive extra way to reach my daughter road safety skills. She enjoys practising these when we go into town. The activities were varied and enjoyable and she enjoyed the storylines. The activities also promoted success and this was reinforced by the whole experience was positive. She enjoyed working with me (Mum) on the books and then showing off what she had learnt to her dad. It is, of course, an on-going process and I would welcome any other ways of helping my children to learn and reinforce their road safety knowledge. *(Scotland)*

I think that it is an excellent idea and very well thought out. Good quality material. It made me realise just how careful I should be and how to introduce the concepts into everyday journeys or chores. We live in the country and so do not walk in built up areas very often hence had not practised many things I don't see most crossings. However car journeys are more educational now and I am always on the look out for relevant opportunities to discuss concepts we have learnt. Well done. *(Wales)*

We live on a very busy road so Road Safety skills are vital, and through this club I am now finding that my little boy (4 years old) is repeating a lot of what he has learnt in the books to my 20 month old little girl (who I might add listens intently to her brother as opposed to her mother!) So thank you for the Club and I recommend it all the time to friends. Continue the fantastic work. *(London)*

I found this a great way to get my child interested in road safety and by using the books it backed up what he was being told already, he loved the characters and enjoyed adding the stickers it gave him a great sense of achievement finishing each book, and showing his understanding by telling me on outings how to be safe. I feel these are very useful books and would encourage all parents and schools to use them. *(London)*

My daughter enjoyed receiving her own special mail. She enjoyed looking at the books and got to know the characters name a lot quicker than I did. I now keep the books in the car

and my daughter enjoys looking at the books again. The books helped me explain about road safety in more of a fun way. I would recommend the club and hope it is still running when my other daughter is old enough. *(Wales)*

My son Brandon love reading all the books you've sent, he loves the stickers and activities he has with them, he really enjoys looking at the pictures, telling his dad and myself all the good and bad things that are happening and what you should and shouldn't do in the pictures. I have recommended you to all my friends, family whom also have young children to start road safety with you. You have really made a great impact so far. So thank you very much and keep up the good work. *(Scotland)*

My four year old absolutely loves receiving the TC material in the post. We usually only read the books together from cover to cover once, but my son looks at them by himself almost weekly. He spreads them out on the floor and puts them all in order. He loves the stickers and knows all of the characters names. He has brought them to 'show and tell' at school and chooses one topic, such as the proper distance to stand away from the curb when waiting to cross the road, and shares this with his classmates, which his teacher was very impressed with. (he is in reception). Thank you very much! *(London)*

My child has really enjoyed this series of books and it has been very informative for me also as a parent. He likes to go back and look at his books and talk about what he has learned from them. He is also proud of his certificate, I have put it in a frame and hang it on the all, he likes to show it to everyone who comes by the house. I know he has learned a lot from The CTC. *(London)*

Comments on actual material and structure of scheme

He loves the characters and the stickers which make it an excellent interactive learning tool, and often reminds me of what we have learnt. I have found the details of things like 'Island crossing' and 'pelican crossings' and 'railings' have helped Isaac's understanding of road safety far more than I would imagined. He is looking forward to helping his brother or sister with their traffic club books! *(London)*

I have found the books very useful and my daughter has enjoyed reading them and learning about road safety. She particularly liked the characters stories. I am very sorry there will be no more books. *(England)*

Both my children thoroughly enjoyed receiving the packages, which are fun (colouring, stickers) as well as being extremely educational and highlighting the importance of road safety. *(Scotland)*

The balloon characters are very useful when out and about, especially Handy Hold, daughter will always hold my hand when I mention Handy Hold. *(London)*

I feel that the TC is excellent resource, using the balloon characters assists in helping to relay the important messages contained in the booklet regarding road safety. My daughter loved the stickers and always laughed at the names, through the use of the booklets I feel she is now more aware of the dangers on the road. *(Scotland)*

As someone who didn't grow up in this country, I found a reminder of the rules applying to Britain very helpful, not only for my sons but also myself. My son loved the stickers and enjoyed the stories. Often, when we are out and about walking, he'll remind me of the correct procedures and say e.g. 'Larry Look', showing that the characters certainly made an impression. I think the programme was very well through out. Automatic enrolment is a really good idea if you need to apply. When I fill in form etc (however easy) it often doesn't get done! I was impressed with the quality of the books, stickers etc. (London)

First of all my son loves it because it makes him feel grown up because he is getting post when it comes, I think it is good all balloons have been given names makes them easy to remember. I think the stories get the message of road safety across in a fun way the stickers are a good plus to help read every page, the pictures are very good and clear, there is also lots of fun activities like colouring in, my little boy loves the club. I would definitely recommend it to other parents. (England)

The pictures, stories and activities are all excellent. The stickers in particular are fun ways of reinforcing the stories. Children love stickers and my son is no exception. He loves the stickers very much. Ever since we started reading the stories last year, he has been so safety aware and he talks about what he has learnt when we go out and also points out people when he sees them not obeying the rules of safety which shows that he is safety aware. (London)

Even though I teach my child road sense, having the words and pictures in front of us makes it so much more easily done for me, and much more interesting for Brodie. Strong colours keep him interested, and the stickers are an excellent reward for keeping to 'Road Safety' rules. (Scotland)

This book is very useful for the children. It is very colourful and the pictures are very nice, and as children like stickers also, they want to know about every sticker. Its quite easy to teach them about signals, crossing, holding hands, cars etc... they don't get bored. My daughter also want me to say "well done" as when she listen to me when we go out. So "Thank you" for being helpful to every parents to teach their children about road safety. (London)

I have found these books extraordinarily well researched and effective in putting messages across to my child. She loves them and there is a noticeable change in behaviour after we have read a booklet. Thank you for my books. (Scotland)

My son loves the traffic club books and can't wait for the next book to come. He enjoys the stories because they are about other children, I think they are brilliant. You can see children doing wrong things and the consequences of them. It is a good way of teaching them about road safety. I wish you could carry on doing more books. We go through the stories again and again, we practise road safety everywhere now, on way to nursery, going to the shop, etc. I give him examples about the books when we're out, he's more aware of situations. Keep up the good work!! Thank you!! (England)

Although we already practised road safety, the TC gave excellent materials to work with and emphasises important safety measures. The age relevant stories of everyday incidents helped my son relate to them. It made him more interested and

therefore more aware of road safety. As a health visitor I was aware of the TC but didn't really know what it involves - now I know, I encouraged my family to join and hand out leaflets in my clinics. *(Wales)*

The books are just the right level and really caught his attention. I never had to face him to set down and do the activities because they were fun. *(Wales)*

My son Jack has had lots of fun with the books - they are bright and colourful - loved the stickers and the information is excellent. Also the children are multi-cultural and interesting characters with good stories. Very good - keep it going there is very little that is more important than road safety for young children. *(Scotland)*

Nice bright clean books. Lovely pictures. *(Wales)*

The stickers were a big hit in our house! An excellent programme for children, with just enough info each time to keep them amused, and not saturated. We enjoyed colouring pages and the kids often take the books with them in the car to read and play games with. *(Scotland)*

The design and colours of the pictures are very attractive. Especially the stickers are very impressive to engage the children and learning of the road safety rules has become understandable by the children. *(London)*

Totally impressed with the content and format of these books. My little girl really enjoys them. The stickers are a huge incentive to her too. The books really help you to teach your child in manageable stages and review what they've already learned. Many thanks. *(Scotland)*

We really look forward to these books. My son Ravi who is 4 gets very excited when the postman delivers the booklet. He enjoys the characters, stickers and writing his name in the book. The stories and cartoons are very interesting and we're really enjoying them!! We think it is a very clever idea and it has definitely made everyday things such as holding my hand when out and near roads as they understand a bit more now. All 3 of our children love the stickers!! We want more books! *(London)*

Excellent resource great pitch, not too complex, clear simple messages. Thank you for providing this, please don't stop it, pull funding whatever. *(Scotland)*

She enjoyed the stickers and the stories. I like the way that the book was multi cultural in its illustrations. *(London)*

A fun and enjoyable way to introduce road safety to children. The stories and questions always kept my daughter interested. She has always looked forward to receiving her books through the post! *(Wales)*

I felt the first two books were not suited to my child's age when he received them. Now at age 4, he understands more, and takes more in. Sometimes less is more in the first two books. But the rest were right for his age. Overall it is a great idea for parents to support their children in road safety. *(Scotland)*

Books were brilliant could not fault or add anything. *(Wales)*

A really good idea. My son loved receiving his own post and the stickers really helped to keep his attention and the names were a good catalyst to discuss the reasons for them. *(London)*

The illustrations are my sons favourite part of traffic club. He sometimes looks at them himself and tells the story of what to do etc. *(Scotland)*

Good to have the continuity of the same characters in each book. *(Wales)*

Using the some characters (children) in each book has caught my daughters imagination. She likes to follow them in each book. *(London)*

My daughter reminds me she hasn't had a Traffic Club book for a while and is excited when there is one in the post especially for her. The safety in cars points (seatbelts etc) and pictures for children to spot the dangers good learning. The teaching of that cars are hard and we are soft is a good point e.g. they can hurt us. I'm glad we joined the club and children need to be reminded every day until they understand or are old enough to cross alone. *(Scotland)*

The names given to the stickers are excellent, good way of remembering them, also keeping the children's the same throughout the series. *(London)*

The balloon characters are confusing - too many of them, and too many names. *(Wales)*

The balloon characters were inspired and I use the name references each time we go out - a much softer approach and something that is easy for the kids to remember. *(Wales)*
The books are well illustrated and keep my child's attention very well. She also loves receiving her 'own' special mail. *(Wales)*

I loved the way my son Jake (age 4) got excited at the stories and looking at the pictures, also recognising the different topics and things he had to find in the pictures. Picks things up quite quickly, loves picking out the correct stickers after completing the page. I also enjoyed the stories and the layout was good and easily explained. *(Scotland)*

We have been very impressed with how well targeted the magazines have been - our daughter has really enjoyed the stories and activities and we have had family discussions about the storylines (especially the one with the father who had a broken leg after being hit by a car). *(London)*

The fact it comes from the postman addressed to him gets him interested straight away, the level of the information and stories were just perfect for his age (4 years now). I found the part on cars reversing etc. (and traffic near and far) very handy and I am sure I would not have covered all of this without the traffic club. Thank you very much. *(Wales)*

My daughter loves the Traffic Club series she identifies each of the characters in the books and stories. She loves the stickers and when each book is completed she likes the fact that there are extra stickers left over to use as 'badges' and on other pictures. She is so excited when each book comes through the letterbox and was rather disappointed when I told her

this was the last one! I think it is a great mix of fun and education well done!! *(Scotland)*

The stickers act as a fantastic incentive to read the books. Stories are relevant to everyday circumstances. We have had hours of fun, learning through play. Thank you. *(Wales)*

Excellent presentation and easy to follow for both myself and my children. The books was for Ryan (aged 4) however my daughter (Amie age 7) really enjoyed the books. I feel that both Ryan and Amie have learnt some very important road safety skills. *(London)*

I found the books colourful and very easy to use. The different characters were excellent, with different names representing different things made it easy for Avia to understand and kept her interest. She often coloured the pictures but I always forget to post them (sorry). The stories were simple but to the point. It's an excellent club and I would recommend it to other parents but also to other clubs e.g. after school clubs, schools etc. Thank you for doing a good job. *(Scotland)*

The books helped me quite a lot because I could refer to characters in the book to teach my son, and I have a younger son so it helped him as well. The subjects in the book were easy to follow and teach, and it was colourful so my son was more interested and loved the stickers. *(Wales)*

I found it helped a lot, also its easy to fit it in with the child's learning routine. My daughter loved the stickers and the pictures, I will definately use this with my son. *(London)*

The books really captured my child's interest. She became much more aware of traffic danger after just the first couple of books. I think the books are very well presented and it is obvious that a lot of work has gone into them. Well done!! *(Scotland)*

I just want to thank you for bringing out this book for the kids, I enjoyed doing it with my child and the pictures was a big help with all the colours that you put into them. When we are out she carry's out things from the book and often tells me off when I don't do things myself. I particularly liked the "Things to do" section as it gave us things to think about every time we are out in the street. *(London)*

Just to say thank you for helping me understand more about safety on the roads, the illustrations in the book makes it so much easier to comprehend and simple to explain to children. *(London)*

My son has enjoyed receiving these books addressed to him very much. They have helped to explain why things are done e.g. why he must not take his arm out of seatbelt, now he sometimes reminds us about road safety if we forget to do something! *(Wales)*

There is a lot of writing for a child who is not yet reading, perhaps more emphasis could be put on the pictures (bold and simplified). The stickers are definitely the highlight of the books for pre-school children so this should be optimised. *(London)*

They enjoy looking at the previous books again and again... They enjoy looking at the excellent pictures in your books which are very clear, informative but not too detailed. *(London)*

Comments with suggestions

My daughter loves books and comics so this is a great format for her. I do know children that are not that interested in looking at books though so maybe a DVD is something that would interest those children. *(London)*

I think a reward or like devise would be helpful each time the book arrives, would keep the child interest while waiting for next one and also would enable parents to keep track of kids behaviour while out on road, kids love rewards and would keep them interested more eager to learn. *(Scotland)*

More interaction for the child would be good. For example, asking them to circle dangers etc. More stickers and pictures so younger children like mine (4 years) can play a bigger part in the reading of the books. May be a free reflector band to use when outside. *(London)*

My child has totally enjoyed collecting all six books. Having them delivered addressed to her was also beneficial in the learning process. May be a second collection of six books could be put together as the children grow older and start using their environment independently. My child was a little disappointed to hear book six was the last to be delivered. *(England)*

One thing that could be added is some stories about cyclist. We cycle with her on bike, and she cycle on her own too, and it'd be great if you could help raise awareness of safety when cycling, but also encourage people to drop cars and take up bikes, also are greener, more fun and keep you fit too! *(London)*

I think the traffic club should maybe introduce more characters for safety in the car other than car seats and seat belts. Introducing window and distractions to the drivers. And also introduce public transport safety. *(Scotland)*

The right hand pages of the book are good but the left hand pages have too much going on. I feel that 'notes for parents' could be placed together at the end of the book or even on a separate book/leaflet to enable room for more pictures. This would keep children interested for longer. *(Wales)*

I would like to see a DVD Disc if possible, it would give you more members, and teach more children, pre-school the meanings of danger on the roads today. *(Scotland)*

The books are quite good and informative the colourful pages make the book quite attractive to my child. I would just suggest if you could add more educative activities in the booklets to promote the children's learning development that will boost their confidence and enhance their self-esteem when out and about with their parents, carers or family members. *(London)*

It is the stickers that hold her interest and matching them with the balloon characters. This gives me time to explain the safety points for each one. It may be helpful to include a reward chart of some sort along with the book. If the child holds hand with an adult they get a sticker on the wall chart. *(Scotland)*

Perhaps the balloon characters could be made bigger throughout the books in order to be more recognisable to the children. *(Wales)*

Besides the books it would be a good idea to make a map of a city not in the book or a lollipop stick in the shape of a pen/or some kind of safety chart, but mostly thank you very much it has really helped my daughter very much to recognise danger in the road. *(London)*

The CTC has been an excellent way for us to teach road safety to our youngest child. He has loved using every book and also the way they have come through the post addressed to him, this makes him feel very special and important. His older brother and sister - ages 9 and 10 can also read the stories to him and this has been reminding them about road safety too. They want to go out on their bicycles now though, and I think that maybe a booklet on cycle safety would be good for them first. *(Scotland)*

We have trouble practising road safety as we have little traffic where we live and rarely go into town. The information for children in these books is great and very important to us for the above reason, however it would be helpful if more information about road safety in the countryside where there is no pavement or road markings were available / added in this programme. The traffic we face is rare but fast and often, heavy farm machinery driven by teenage farm hands at reckless speed. It is no longer safe to amble along a country lane. *(England)*

Some more guidance on dealing with busy roads where you have to wait for a gap in traffic but where a car may be viewed approaching through a long way off. *(London)*

I think the books should go longer than six. *(Wales)*

The pictures are quite detailed and for the age that these books are aimed at it is too much detail, and too much 'other' writing on the pages. Maybe the parents bit could be produced separately. *(London)*

My daughter is now at school as she was 4 in August and as we lived in London I had taught her about road safety before we received the books so I think that the children should get them when they are younger maybe 2 1/2 years. *(England)*

We enjoy the website, a few more games would be good. *(London)*

It might be after all the books are complete, say in about 2 years that a refresher book is done that encompasses most things for older children. *(London)*

Perhaps including a quiz at the end of the book would be fun, or spot the difference etc. to increase observation. *(Wales)*

I'd recommend that you put some of the topic discussed on DVD so that the children / kids can watch some of these actions on the computer. *(London)*

Only improvement I would recommend is an inclusion of what to do on rural single track roads, and have a bit more focus on wearing reflective clothes etc. at night. *(Scotland)*

My child loves being a member, and enjoys the book and loves the stickers. So if you can maybe make some sort of puzzles where you can use and fill in the stickers. Otherwise keep up the good work in promoting road safety! *(London)*

Suggestion: Produce a DVD (*Wales*)

She certainly knows and remembers a lot - but in moments of excitement outside won't remember - I wonder if its worth including a story about this? How its important to be careful around traffic even in the middle of a game. She has had a real sense of belonging to 'her club' and enjoying opening each pack. (*London*)

My daughter is 4 years and with the help of your wonderful books (which she really looked forwards to) I am very proud to say her road safety awareness is excellent at that age. Her nursery used my daughters books as they hadn't received any, perhaps all pre-schools and reception years at school should receive the pack. Perhaps the council doing open days with pretend zebra crossings, green cross codes, lollipop crossing etc. would be brilliant. The nursery do 2.5 years activities once a month, why not do road safety displays and activities days to include story but also play outs. (*England*)

I think that you should change the stickers to suit the child's sex more boy orientated for boys and vice versa for girls I think children would pay more attention to the whole book if they weren't just balloons. I also think that if it was more regularly sent out kids would be more interested as they would remember it from one month before rather than a couple maybe sent out to younger children my daughter was nearly 2 when she received it and was very interested in learning safety on the road. (*London*)

Maybe you could have a portable Childs' checklist that we could take out with us when we are out for the day. Then every time my child does the correct thing he could get a sticker on the spot. He loves the stickers. This would bridge the gap between theory and practice. (*Scotland*)

It would be really great to have a Road Safety board game. Such as people and cars etc. I'm a mother of 3 children and I've been a teacher of "special needs" children for several years - yet I've never come across a good board game that is enjoyable to play and teaches as well - learning through play being the best way! I'd be happy to give some tips if you wish! If this can be done, look forward to playing! (*London*)

Would be good to have a quiz or two... (*London*)

Very good illustrations in books but perhaps a video/DVD collection would be more visually persuasive. (*London*)

Overall good. Maybe too much emphasis on the danger! Anything on cycling? Anything on travelling in bike seats and wearing cycle helmets? Anything on travelling on trailer (tag along) bikes. Bicycles are transport too. In book 6 at the end there is a general traffic scene (out and about) with cars, motorbikes, vans and pedestrians but not a single bike. Why the bike exclusion? Are bikes not part of traffic? (*Scotland*)

I realise that you might have to charge but DVD would be good and sometimes easier for parents in my position (lone parents). (*London*)

Thank you for these very exciting and interesting books. My child really enjoyed using them and was really pleased to see it coming in the post. Perhaps the book could have more space for the children to colour in pictures instead of having them all printed. Thank you! (*London*)

This would be a good idea to promote in pre school playgroups, nurseries etc. Easy to read, follow books would be suitable to use in such settings. *(Wales)*

We have loved using the books and looked forward to one arriving. My only comment would be to have more of the practical exercises. *(London)*

The nursery which I work at as a nursery nurse had a traffic club card game with words and pictures (balloon characters and vehicles) which can be used as a snap game or a memory game these would be good and useful to have as a parent if they are available or could be made available to parents even at an extra cost. Other games may be useful to parents as well. *(Scotland)*

Very good illustrations in books but perhaps a video/DVD collection would be more visually persuasive. *(London)*

Opportunity to purchase merchandise e.g. bright glow in the dark belts, waistcoat, bag badges etc... would be good. *(London)*

We would like some more/different stickers. *(Wales)*

A5 size is more convenient with young children. May also consider board books in future although I appreciate that this may add to the costs. *(London)*

Thank you. The Club should be available to sign up at children's centre. Health visitors could give out information on the Traffic Club. *(England)*

Maybe at the back there should be help for parents except every page so we don't need to keep reading it. *(London)*

Other advanced aspects of safety would be highlighted in another series for our 5 year old. *(London)*

Need to make clear that they are a 'working together' activity! Thank you *(London)*

A follow up when children are 8 to encourage independent walking to school would be useful (I'm considering sending my son his own next year to and from school). *(Scotland)*

I think it would have been a very good if there had been more colouring activities as my son enjoys colour, just a suggestion. *(London)*

I think it would help if there was an extra book for the children to take whilst out that has things they can find while out maybe unsafe places to cross or safe places to cross, green man, etc. Maybe mark them with a sticker when they have achieved this. *(London)*

It would be helpful to send a book to the parents in the 12 to 18 months of their child for them to have more tips how to start their children walking on pavement. You see so many children hurrying to their pushchair or their parents on the start side that should be the first tip: 1) Always put your children on your right side
2) Always have your child in front of you walking and not on the back of you

It would be useful to send the club books more regularly i.e. each month based on various themes. *(London)*

The books are geared mainly towards children living in and around towns and cities, where of course, most traffic is. It would help 'country' people like us (we live on a farm) to have a page on tractors and farm traffic - which you have to be very careful around. It is also useful for children visiting 'open' farms. *(England)*

The books are really well compiled and are fun to do together, whilst getting the points to be learned across very well. **My only suggestion would be to add a few items the children could do entirely on their own e.g. Dot-to-dot, more colouring pages, writing or counting practice, spot the difference, odd one out etc. (perhaps more so for the later books when children are between 4 and 5).** We have really enjoyed the books - thank you. It is quite refreshing that something so useful is provided free of charge. *(London)*

My daughter would like more stickers, maybe a wall chart for achievement of Road Safety! Thank you *(London)*

It may have been useful if there was a practical outside task to achieve at each section before going on to the next. *(London)*

As I also have a younger child it means that my 4 year old has to walk beside the pushchair when we are out and about. We have stuck each character out the upright at the side of the pushchair so that we can use/remind us every time we are out and about. This has been a great help in reinforcing the safety message of each character. Suggestion: Maybe the stickers could be more weather proof e.g. plastic. *(London)*

The stickers were very motivational. As a primary school teacher myself I think it would be very useful to have materials to both home and school. *(London)*

This is a really good scheme. Could schools be encouraged to use this/work on practical aspects in small groups? *(London)*

About nurseries and childminders

Thank you for an excellent content of the books. As a registered childminder and mother to 4, these books have been great. The only problem is there isn't enough to go round when using the resources, so I have to photocopy and find other alternatives. *(Scotland)*

As a registered childminder I have kept all the books together to use with the other children in my care, it has become a very useful tool. Thank you. *(London)*

Do you do school and nursery visits/workshops? If not its something to think about, would be a good idea. *(Scotland)*

Daniel enjoyed reading the books at home but I feel honestly most of the impact from the traffic club came out of how it was promoted at his nursery. I feel though for kids who are not at nursery at his age the book at home would be very important. I think if more

nurseries took up the traffic club programme they would see a difference in kids traffic knowledge. *(London)*

I find these booklets very helpful I would like to find out more about prompting this in my child's nursery and school as I don't think that most parents and children know about road safety, if you could send me a poster I would be grateful and we could place in my child's nursery. *(Scotland)*

Do you do nursery visits to promote traffic club? As some of the parents are interested in the club. *(London)*

I just became a childminder and your books have not only helped me teach my child but also the children in my care about road safety. I think they have been excellent, easy, fun and enjoyable. P.S. The stickers were brilliant. *(Scotland)*

I think that the traffic club is a good idea, even though I signed my daughter up to receive the story books from the beginning, her nursery has only recently introduced it into the nursery. Maybe more publicity should be considered in advertising this club through nurseries. Being introduced into a safe way to be in our children's daily life whether it be at home or on the street it is better that this information on safety be introduced from an early age. Therefore it will be part of their daily routines from the very beginning. *(London)*

I would suggest that traffic club would be introduced to nurseries as part of story readings. Our daughter 4 years is at nursery and I don't think that they have any traffic related education. She found the books quite interesting and we noticed that she was more aware of street lights, how to cross the road etc. Thank you. *(Scotland)*

I run a playgroup and would love more info. And books to promote to the group, x 10 children to start with. *(Scotland)*

Both my children (now aged 6 and 4) enjoyed receiving the Traffic Club books and it has helped a lot, to reinforce what we have tried to teach them about road safety. Thank you for sending them to me. I work as a childminder - please could you send me some publicity leaflets so I can give them to the parents of the children I look after. *(London)*

The nursery my son attends has the balloon characters puppets and he can then associate them with the stories he has seen in the books. He knows all their names and understand what they represent. He even has a Sammie seatbelt character on his car seat and won't let anyone else in the car travel without having their seatbelt on. The books have really helped promote safety throughout our household.
(London)

General positive comments

As we live on a main road I have found these books to be very useful since my daughter was young as she has always been aware of keeping safe near roads and traffic. She also knows how important it is to sit safely in the car and bus with the help of these books. My daughter also mentions when she see other children not sitting nice on buses and trains that they must not be in the traffic club as she knows that you have to keep safe. These books have

been very worthwhile to read and keep. Kind regards. *(Scotland)*

2 years ago my son was very difficult, but the traffic club was one of the rare things he was receptive to. He took a high interest in the books immediately.
(London)

A very useful and beneficial scheme for the awareness and understanding of both parents and children on the issues discussed in the various books. Very strongly recommended to every new parent. Well done! *(England)*

TCTC has been very useful and educational in helping my child to become more road aware. **Teaching road safety to your 1st child is a skill in itself, with these books I was able to teach the right stage at the right time**, we both looked forward to the next book. Thank you. *(Wales)*

They love the books and have learnt a lot - they tell me off every time I take my seatbelt off to park the car and they shout out to adults if they see them crossing on the red man (very embarrassing!!). *(London)*

Excellent programme! It is something I will continue to use until I feel confident my son understands fully about road safety. His skills are steadily increasing, it has been a great learning tool for my son and very easy for me to teach in a fun and educational way. Thank you. *(Scotland)*

Fantastic! My 4 year old son jumps on the books as soon as it drops through the letterbox. He now reminds me to fasten my seatbelt before we set off. *(London)*

The magazines were fantastic and kept my daughter engrossed for hours and to top it off they were absolutely free. I think more should be on offer like this for younger children maybe about stranger danger as I don't think schools make the learning factor good or interesting as the traffic club books. *(England)*

Dear Sir/Madam

I'm pleased to fill in this questionnaire and please to take part. It's a good idea my daughter and I would like to thank you for all the work you doing for children, we are reading all the books from day one, each week we practice what we learnt. My daughter loves the stickers she cried when I told her this is the last book but I explained to her that she was lucky to have them. She likes every thing in the books and she is learning from them and she called herself (Susie). Many thanks, I hope you not stopping here and you will do more for the safety of children. *(London)*

These books are good and interesting for children. This was good for my child, she felt proud that it was in her name and that it was posted to her, because of this, she paid more attention to the book. She got rather upset when I told her it was the last book. More mothers and fathers should do this with their children. *(England)*

I found the books to be very helpful and encouraging for children to learn, and also very rewarding to see my son enjoying himself while learning the same time.
Thank you! *(Wales)*

I just think that it's a really good idea because parents can actually teach their own children don't leave the teachers and schools to do all the work and you also interact with your child (children) at the same time. *(London)*

My son James (4) loved receiving his books! Every time one arrived we'd sit down and go through the book together, talking about the topics. Thank you so much for producing such a wonderful and informative way of helping me to promote road safety to my son! *(England)*

All 3 of my children have enjoyed using the Traffic Club, they have enjoyed using the books and stickers, and it has helped to re-enforce in a fun way all of the road safety they have been taught at home previously. *(Scotland)*

It was nice to get something specifically for my child in the post to read and know it was his. It made him feel special, which I'm sure would help him pay more attention to it. It's nice that somebody is doing something like this for kids to make them realize the danger of roads, but doing it in a friendly way and making it fun to learn. *(Wales)*

Although we are careful on roads, the fact that you send regular books is always a welcome reminder of how much emphasis is needed to reinforce the messages in a child's mind. Thanks. *(Scotland)*

Thank you very much for all the books that you send, my son used to get very excited because he sees his name on the envelope with nice book and start going through the books very happy. My child used to be uncareful at crossing the road, but now he holds my hands and wait for the signal to go green to cross. Thank you thank you very much! *(London)*

Excellent - Informative but fun! *(Scotland)*

Not only do the contents of the booklet help with teaching road safety but also just the arrival of the booklet prompts me to prompt my child. Sometimes we forget to enforce the road safety roles and this helps to keep it in mind. Thank you. *(England)*

My child loved Traffic Club books very much. She was already quite aware of possible dangers on the road but after seeing examples in your books she became fully aware of what should and should not be done in traffic and was very happy to practice it when out on the street. *(London)*

This is an excellent initiative. Although the teaching of road safety is something I would have done when the subject arose, out and about, having something to sit down and focus on with my child really reinforced the message. My daughter loved these books and was always really excited to receive her own 'post'. Thank you. *(Wales)*

Bright and colourful, makes the child feel important as it is addressed to them. *(Scotland)*

The club is an excellent idea to promote road safety. It is very child friendly. The scenes appeal to the children, and they like to discuss what is happening in each picture. *(London)*

Excellent idea. There is no help like this on TV for children. *(Scotland)*

I have found that it helps remember my two older children road dangers and to be more aware of being careful and setting an example to their younger sister and other children out and about. *(Scotland)*

I would like to say thanks to you for sending these very useful books. We did enjoy the books. It helped us not just learn what to do out with the traffic but it helps us keep talking with each other, me and my children. *(London)*

I have found the Traffic Club very useful. This is the second time I have used the programme as my eldest boy is 6 years old. Due to the material being sent to them personally I feel that they take great pride in looking after it. I also feel that it is a benefit having different cultures, cities, stickers, types of transports as it opens up discussions on a variety of issues as we live in a small rural area. Our nursery also does topics from the traffic club which reinforces what we do at home. My youngest boy is almost 3 years old and am looking forward to doing programme again! Also feel that the stickers on safety are excellent as they are good to use as a reminder when you are struggling on safety issues rather than saying mum says I can say Lucy listen says... *(Scotland)*

I am very pleased that my daughter experienced the traffic club as it is great and so much easier going out for walks now. Adele is aware of traffic, as before she didn't and would head straight on to the roads, now it is so much enjoyable. Thank you. *(Scotland)*

I was amazed to get something so useful and such high quality for free. My son and I loved doing the books. They were a fun way to learn about something extremely important. *(London)*

I have enjoyed doing this programme with my son because he is my only child, but by letting him tell me what we have to do at a road he has learnt more. I sometimes forget about the green man but he always reminds me that we have to wait. When he sees adults walking across the road before the green man appears he says 'them people will get knocked down and should wait'. *(Scotland)*

It was especially nice to see multi-cultural characters in the booklets. We are from an Indian background, and seeing the Indian character has enabled my daughter to identify more closely with them. Overall, an excellent scheme. Well done. *(London)*

My child Nicole and myself had fun reading playing and putting stickers in the books. She's such a good little girl now and always stops when I call most of the time. She just holds my hand before we leave the gate, I would like to say this was a really excellent idea it makes you as parents take more notice it should have come out years ago, she will miss the books coming for her, so thank you for helping us stay safe. *(Wales)*

I think the traffic club is fantastic. My son talks about the characters in the book all the time, when we walk with friends he tells the other children how to cross the road just like the characters in the book. *(Scotland)*

I have been extremely impressed with the Traffic Club, my daughter Robyn has enjoyed using it so much and is very disappointed now it has finished. Keep up the good work and excellent package. *(Wales)*

Thank you very much for including my son in this brilliant programme. He has learnt so much (and still has a lot to learn), he enjoys the booklets and loves the stickers. Please keep up all the good work. Thank you. *(London)*

I was brought up to be very road safe so always passed it on to Keira. Being little she sometimes didn't want to listen to Mum or Dad but since she joined the club it has helped her to understand more about why she has to hold hands, stop at the kerb, etc. and to realise that Mum and Dad were right about the dangers of cars and roads! So thank you! *(Scotland)*

Me and my grandson really liked reading your books. It help Rooni a lot he loved looking and learning with me. *(London)*

My son loves these books, I think they are excellent. The stickers especially are an excellent aspect of the books. We will miss them arriving! He is telling me now to hurry up so he can do his book 'straight away!' *(Wales)*

I would like to say thank you very much for your help in teaching me and my children more about road safety. These booklets make teaching my children about road safety much more fun and we get to use what we learn from the booklets when we are out and about putting into practice what we have learned at home with the help from The Children's Traffic Club. I always recommend that anybody with small children join the club. Thank You. *(Scotland)*

I hope that these books will be easily available when my next child is at age of understanding as we have found it a lot easier to teach safe walking and crossing having the books to look back at. *(England)*

Your club makes traffic safety fun, not a chore. "Holding hands to keep safe" is part of our families' sayings now. *(London)*

I would like to thank you very much for your very interesting programme. I think it is very beneficial and it helped me personally to be aware of many safety rules which I am trying to teach my children gradually. *(Scotland)*

Many thanks for a great FREE service. Our son has always got very excited at the arrival of his magazine (good that it's addressed to him). *(Wales)*

My daughter has loved all of the books and I've found them very useful in teaching her about road safety. More importantly, it has made the subject fun for her. She especially loved the fact that the books were posted to her. *(Scotland)*

I am very grateful for the free children's Traffic Club, not only useful for the children but for me as a parent, it makes me aware of some safety sign I need to know. My child enjoys it, with her brothers and they all learn from it and understands the signs. This book is so nice with good colourful pictures which attracts. We all enjoys it thanks. *(London)*

Before using the traffic books I found it quite difficult to get my daughter to take road safety seriously i.e. taking my hand outside etc. but now with reading you're books she has

extremely better understanding of the dangers outside and knows how to be safer. Thank you so very much. *(Scotland)*

My daughter and I thoroughly enjoyed using the books. It reiterated to me that what I was doing was correct and helped me ensure that my daughter understood everything. *(London)*

Junior loves to sit down with his little sister looking at the books. They are real help as he has learning problems, it helps him with his speech. *(Wales)*

Thank you for these books it is amazing because he always holds my hand and never runs off. He very much likes the books and the stickers he adores. He has a favourite one which Rhonda Red, he knows when to stop and says Rhonda I think that's her name. It is a shame to finish as he enjoys them coming in the post and I let him open it himself when he sees it he has a big smile. Thank you very much. *(London)*

My son gets very excited when the new book arrives he has always been very sensible in road safety but you can never be too safety! My son has slight hearing problems but he never crosses the road on his own and always waits at the kerb for my hand to cross safety although he can do this safety I prefer to always hold his hand although he tells me if it is safe to cross or not. This book is fun for him to learn! And he really enjoys the stories, stickers and colouring that comes with it! *(Scotland)*

Just a quick thank you for such an excellent, well-planned initiative. Both of our children have benefited immensely from the resources. *(England)*

The books have been fantastic. Before we got the books I was mostly doing on the spot teaching (when we came across certain situations outside). Now that we have the books I am able to teach my son about situations that are likely to arise before we go out. I think that the CTC is one of the best things that has ever been done to make pre school children more road safety conscious. *(Scotland)*

I'm not good at English, these books helped me to read. *(London)*

Excellent club and I'm sorry this is the last one! I have a younger child and will look forward to using them again with both kids. *(Wales)*

Very enjoyable and interesting - as I said before my son James 4 chooses the TC magazines instead of story some nights! *(Scotland)*

I had tried to find some books or literature for children about road safety. Couldn't find anything with kid's attention. Thank you for your arrival! *(London)*

We are very sad this is now come to an end, but have enjoyed all the books that both my sons have had over the years. **It is not often you get something free that is so enjoyable.** Thanks from all of us. *(Scotland)*

Using familiar circumstances such as bus rides travel to schools, swimming, walks etc. has helped her to learn road safety skills more easily. Thank you. *(London)*

Great concept- keeps kids engaged and focused. Really enjoyed the books. Keep up the good

work. *(London)*

I wish the children's traffic club could be available to every child, my oldest son never had it and even though he does club craft at school this has benefited him to. I also have a younger son and I hope this will be available to him as he is only 17 months old. My middle son is 4 years and is a lot more advanced at traffic and playing safe than a lot of children in his class. Thank you. *(Wales)*

The whole concept is very good - as an adult you take a lot of the topics as second nature and you forget that children don't know these things yet! *(Scotland)*

My daughter was very stubborn when asked to hold hands or let someone put her seat belt on. The traffic books have helped considerably and this now lets of a problem. *(London)*

Just like to say that every time my son received TCTC book through the post he was bursting with excitement and couldn't wait to open it up and get started. Thank you for giving us the opportunity to learn road safety in a fun yet safe way. *(Wales)*

Thanks for allowing us to finish the series even though we moved out of the area. *(England)*

I am very grateful to this initiative, for my son, it has been a great help in understanding the dangers of the road awareness. *(London)*

Very impressed with use of real life every day activities. Felt able to relate easily with child over friendly sensible advice, which fitted easily into daily routines. *(Scotland)*

The books were very easy to understand and very enjoyable even by adults which I found the idea very much suitable for growing up. I would like to thank every one who contributed to achieve these books. *(London)*

I think it is really useful to reinforce positive messages given at home. Referring to the CTC is sometimes more effective as it feels less like a nag. *(London)*

My son thoroughly enjoyed it as it was easy reading involving lots of participation from him. *(London)*

I thought the programme was excellent, I have not seen anything else similar to promote road awareness. *(Wales)*

I would like to say that it is very good information for parents because if someone don't know they can see the pictures and read the traffic club books. They can understand and explain them easily. I can say very useful information. *(London)*

It's a wonderful programme that teaches the children a most - important topic, making it so fun loving and interesting. *(London)*

My daughter wanted to say that she really enjoyed looking at the safety books, and loved all the stories and pictures. *(Scotland)*

Thank you! My children (not only the one who is a member) can't wait for the postman to post in the traffic club books. They really look forward. *(London)*

My son was delighted when the packs arrived through the post - it was a real treat! We enjoyed looking at them together (the stickers were his favourite part) but most of all I am pleased that he is now implementing his new skills everyday. Thank you so much! *(Wales)*

At 4 years 3 months he hasn't grown out of them and I'm sure he will love looking back at them for some time yet. Thank you. *(Scotland)*

My father was involved in an accident 2 years ago, he was knocked down by a coach. The traffic club books came at a time that I most needed some extra help in teaching my daughter road safety. My father's accident really highlighted the seriousness of safety on the streets. The books have been fantastic and such a help in explaining the danger of traffic in a fun and interesting format. Thank you. *(London)*

This has been a great learning tool to myself as a parent and helps me teach topics that I might not have thought of. Hope there will be something to follow on for older children to reiterate what they have already learned and reinforce this. *(Wales)*

One edition really helped me get the point across about watching for cars reversing off drives, when running/scooting ahead. Thanks. *(London)*

Thank you, what fun they were. It made learning on important - but potentially boring subject enjoyable. *(London)*

My grandson loved the TC books very much. He is 4 years old and very interested in them. He always stops at the kerb. He never runs across the road himself. He always takes my hand, he also likes to press the buttons on the traffic lights. I think the books have helped him to become a lot more road safety. I am sorry to see that they have finished but thank you for sending them to us. *(Scotland)*

Fantastic idea, simple to use, easy to understand. Stickers are great, helps the child to be included. *(England)*

The books were well-written and nicely illustrated, I particularly liked that the children involved came from different cultural backgrounds. *(London)*

This project was beautifully presented for kids and parents very methodical, colourful and attractive. In addition the balloon characters were an extra thrill and skill for my children. I also liked the variety of ethnic minorities you included it was on open eyes to the kids. Thank you to all who had a hand in this project! *(London)*

Negative comments

I was a member of the Tuffty Club, and still remember so much about it (even at 43 years old). I don't think any other campaign has come close for young children - but my little girl

did like the stickers. *(Wales)*

Bring back the Tuffty Club please! *(Scotland)*

- A) Aimed at my younger child (**who was 1 when started**) not very targeted at right age group.
- B) conscientious about this matter anyway so the books did not add much.
- C) why on earth are 6 books required?
- D) Older children enjoyed colouring and stickers but did not really get into the content.
- E) All seems a bit over engineered and a waste of public funds - my older children have responded well when this has been done in school and of course even before they can colour/read etc. - as a parent you have to instil some of this into them e.g. Running across a road.

(London)

Sorry for the negative responses but we find the books to be not particularly user-friendly. I also find my child lost interest as the pages had way too much information and images on them. Also, the images seemed to look very 'dated' so he was not able to relate to them. Overall, the books are over-long and quite complicated for the age group they are targeted at. Its essentially a nice idea to have a road safety club, but I feel it would be more interestingly promoted in a format that is simpler, and easier to use. *(England)*

As a parent, I found traffic club to be tedious and repetitive in the extreme. Whatever happened to "stop, look, listen, and think?" To waste SIX books on the subject of road safety is absurd! I found the advice to parents to be patronising in the extreme. Thank god we shall be receiving no more traffic club books! *(London)*

Thank you for the club but it didn't add anything to what we already knew/do. Wasn't a good use of resources/money for our family but maybe for others. *(Wales)*

English used is often not grammatically correct. Important to have good English written in view of ages of children using the books, (some of whom may read them themselves.)
(London)

I found that with both of my children, they lost interest after the first few pictures. *(London)*

I think most parents try to teach road safety as soon as they think their child will understand and therefore responsible parents will have shown their children where to cross and have always held their hands near to roads. My children are always strapped safely into their car seats and I think that these books do not help change the actions of parents who do not act in a responsible way. *(London)*

Comments of some concern (words in bold)

I would have liked **more guidance on where to buy things like high visibility vests** or stuffs for coats for children as the lighting is poor in our road. My daughter liked the stickers and colouring in and her nursery sang songs about the traffic club. *(London)*

Children found it difficult to understand that sometimes they had to stick a balloon character

on and sometimes they didn't. The **colouring sheets** were liked but maybe aimed at children a little older. My children have both had difficulty in staying within the lines at age. *(Scotland)*

Competition **prizes** are a bit cheap! *(Scotland)*

Jacob says "It is really good and can I start it all over again". **Some of the names of the children could be more phonetic** easier to read for emerging readers e.g. Ben Jamie and I feel it is a real shame that he will receive no more books - especially when he is becoming more aware, better at relating information and better at reading and colouring. *(London)*

I think the books are a great idea and do provide a reminder to talk to children about traffic. That said, we really try to make sure our children are sensible around traffic and therefore found some of the guidance for parents unnecessary (but I guess some parents won't think of these things?!). We found the cartoon stories a bit blunt and boring and if it weren't for the stickers and characters, I suspect the books would not have been of much interest to our children. They also enjoyed colouring in bits of the books. So, in conclusion, a good idea that I hope will be continued but **made a bit more interesting in terms of stories and drawings**. *(Scotland)*

I wasn't sure how to use the stickers. *(London)*

I felt the books were a little complicated for a younger child. My four year old now understands more. Stories could be more **'toddler' friendly** showing the children growing up. He has had fun with the stickers though. *(Wales)*

I think some of the advice is unrealistic if you have more than one child. I take 4 children to school and nursery in the morning and I feel it is easier for me to keep them safe if I have rules about staying close to me and away from the edge of the road. **Holding hands makes it harder to react if the ones not holding your hand need you**. We do all hold hands while actually crossing the road though. *(Scotland)*

Is there an option for children to receive these books in **languages other than English**? *(London)*

We have very much enjoyed using the books and sticker activities. I did however find the "story" accompanying each picture/safety concept rather short and often found myself adding bits to emphasise points that may have been included elsewhere in checklists or bullet points but not in the stories themselves. **We turned to avoid the activities to the far left hand side of each section as I find it difficult to engage my child with these**. On the whole though the books have been highly useful and my child has eagerly awaited the arrival of each new book. Many thanks. *(Scotland)*

I haven't spent time going through it with him so he won't have learnt specific information as he is unable to read it himself. I guess **if there had been less of a booklet I would have gone through it with him**. It is a lot of different information for a young age. A lot of road safety teaching - we talk about as we get in and out of the car etc rather than learning from paper. *(London)*

I think **older children 5+ should be allowed as well**, as they will take more in and

understand more as I have older children that looking at the books and have asked me why cant they have one. *(Wales)*

I am trying to obtain the audio story/songs for CTC. The toddler room of my childs nursery has it on cassette, I was told I could buy this on CD, is this correct? How can I obtain this item? *(London)*

We enjoyed completing the books and his interest has improved with his age. I feel he **may have been better starting these books now, (4 yrs old)** and maybe a separate set for younger children with simple images and messages. However he is defiantly more streetwise than he would have been otherwise and it gives you a good base to start from. *(London)*

Some of the competitions being colouring in were a bit hard for my son. We also **found a few of the activities in the books difficult.** Join the dots, spot the difference etc were fine though. *(London)*

My eldest daughter Amber has enjoyed these books a lot she looks forward to getting them. The only thing when my second daughter was born **I did not have an application for her** she is now age 3 on 6th April 2007 and she wanders why she does not get any letters with her name on it. **I cant quite remember how I joined the children's traffic club** or I would have put her name down as well. *(Wales)*

Did these books with my older child (1 year older) - younger child desperate to do them at some time so applied her to join club 6 months earlier than usual and got re-buffed which I felt very inflexible and unhelpful. The high ratings given were from when she sat down and did the books with her older sister as they were taught road safety together. By the time her actual set arrived **she wasn't interested as she had done them already by sharing her older sister's** but didn't want to rate this negatively as club is EXCELLENT. *(London)*

We live in Shetland a very rural setting. My daughter's experience of out door dangers is very different from the stories in your books, no traffic lights, no busy road in front of the house, no pavements (very often) so we don't go out practising what we've learned from the books (Q19). It still interesting to ask her "why would it be dangerous to do this or what should she do?" *(Scotland)*

Our son is **autistic** and has no sense of danger and other dangers around him. *(London)*

I was able to keep my child interested but **I feel the age should start from 5 years as they are learning to read** and would find it more interesting and informative. *(Wales)*

In book 6 pages 8 and 9, **the book suggests that people cross the road on speed humps** which is very misleading. *(London)*

This is an excellent project. My daughter especially liked getting her own post regularly. She often refers to some of the balloon characters when we're out crossing roads. One small point: Not as much attention is paid to **correct punctuation** as in other materials produced for children. This may not seem particularly relevant to pre-school children, but my daughter likes the Traffic Club books so much that she may well look at them again after learning to read and write. *(Scotland)*

It seems quite an expensive scheme - I am slightly **worried as to whether my daughter sees the book and stickers as "pretend"** and doesn't translate that she needs to do what it says in the book - we're working on it! *(London)*

Sometimes **the world in the book is a little too ideal**, it would be good to discuss real-life issues such as: what if others cross the road at unsafe places/ when the cross lights show red? What if mum or dad are in a great hurry? What if cross lights are out of order? Also at very busy roads the 'listen' technique does not work at all as **there will always be a car in sight**. The books are brilliant to teach basic rules but as there are 6 books I would have expected these issues to be discussed in the later books: A lot of repetition at the moment. Stickers best bit. **Books too dense** - redesign, would help absorption of info. THANK YOU *(London)*

The difficulty in using the books was not about the books, but the age of my child. **He is understanding them more now (he is 4 1/2)**, at the beginning (earlier books) he would quickly lose interest. He has not engaged with them as story books, but we use them as reference books - if he makes an observation about crossing the road, for example, or getting on public transport, we have looked at the relevant book later on. The use of flaps (lift the flap) may have helped, or 'pull-out' parts. On the whole we think the books are a fantastic idea, and have appreciated them. We will keep them for our youngest child. *(London)*

The **paper is too shinny**, making it difficult for my child to draw on. *(London)*

The story about Daniel not strapped in car and being injured was a bit **too emotional**. *(London)*

The problem in our area is that pathways are overgrown by peoples hedges on one side and half taken up by parked cars. It would be great to **raise awareness of this problem as mums with push chairs are forced to walk on the road with their children following**. People need to park their cars responsibly and have consideration for pedestrians. Many parents set a bad example for children by crossing the road on a red light or ignoring an allocate road crossing, kids should be taught to educate their parents else there should be an adult education pack to cover this situation. There is no excuse for parents to be so ignorant! *(London)*

We loved the colouring in, so more colouring would be good. It is **something they can get on with without supervision**. *(London)*

Recommended follow up

Below are general recommendations applying for all the areas where the Club operates. Specific recommendations for each area/ region are in the individual survey reports.

- Strengthen the link with Primary Care Trusts (PCTs) as a means to reach families of 3-4 year olds – it is still the most comprehensive method available to us at present. We understand there is a possibility of a central government registry of all children in the UK. This will be the perfect solution but it is still a long way off from happening.
- Work systematically towards establishing partnerships with nurseries, playgroups and childminders. The benefit will be two-fold:
 - a) Reinforce the road safety teaching done at home or, for non-members, introduce at least some elements of the teaching
 - b) Use these establishments as another way to reach qualifying age children. Aim to develop a 'champion' of CTC in each nursery – a central point of information to parents, obtaining extra material, etc. Road safety officers can be a powerful ally in taking the CTC to nurseries – nothing works best than direct contact.
- Consider improving communication with parents/ carers; a significant number used the opportunity of the survey to ask to enrol another child – many said they did not know how to go about it. Subject to budgetary constraints, some ideas to consider are:
 - a newsletter with every pack, highlighting how to join as a standard feature. A new newsletter will need to be produced every three months, so parents/ carers do not receive the same issue twice.
 - a simple letter with every pack.
- There has been, as always, demand from parents for additional Club material to enhance the 'fun' element. A wide range of material exists already but so far we have all avoided introducing any 'paid' element. If the previous suggestion of a newsletter or letter is taken on, perhaps it can be used to tell parents about these available items (offered to members at discounted prices) but they will have to actively 'opt in' – probably by phoning the CTC Helpline to ask for a catalogue.
- Consider building an alliance with one or more retailers of in-car-safety and visibility products, with the aim to offer reductions to members. The CTC membership numbers can be a powerful incentive for such a purpose. Of course, no data will be released to them – all offers will have to be circulated via the membership books (vouchers, leaflets, etc). Such a partnership will offer additional opportunities for PR. It would be desirable, if a leaflet with advice on child seats is produced by the retailer (some may have already) and send by the CTC with Book 2 (when the topic is first introduced).
- Carry out more PR and publicity enlisting regional, local and national media; use every opportunity to send CTC press releases to editors – articles involving

children are always a favourite and editors will be happy to use at times when they have not got enough 'hard' news.

- Consider some of the parents suggestions, in particular:
 - simplify the colouring competitions for Books 1 and 2; replace the competition for Book 6 with a quiz
 - increase the range of activities on the CTC website – include quizzes
 - check the quality of paper used for the books; one parents has thought it was 'too shiny' for writing on.
 - something for parents/ children to have with them when outside and tick things against – perhaps one generic CTC sticker when they complete all items
 - there has been great demand for a DVD – consider viability
 - offer an optional continuation scheme for members receiving the last book; this could be a 'paid' scheme or, if the authorities choose, another free scheme. This would provide the opportunity to cover, amongst other topics, cycling – we have received some strong comments on the issue.