



The Children's Traffic Club

Report - London

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 Greater London, the whole of Scotland, the whole of Wales, and small 'pockets' of participating areas throughout England.

This is the first time of London being analysed as a complete region of the UK and it coincides with approximately three years of making the CTC available free to London children by Transport for London (TfL).

In this report, we have analysed the sample altogether, to produce a UK-wide benchmark, as well as separate for each region. This way, road safety organisations and practitioners can compare the results of their area with the national benchmark.

In this report, covering exclusively members from London, we have highlighted in green, any significant differences between London and the UK average benchmark.

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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 **3952 parents/ members from London** were sent the questionnaire over a period of 6 weeks.

16.8% of the parents/carers who had received a questionnaire returned it within the pre-determined period of 3 months.

This is higher than the national average.

Sample: 655 = 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.
- A large number of children attend a nursery and many parents/carers wish 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.
- There is strong evidence that parents/ carers 'practise outside' what children learn from the books at home. This is very encouraging as practice in real life situations is the most important aspect of road safety training.
- Regarding usage of the CTC books, 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!
- We had a large number of members whose older children had also been members (some from boroughs who had adopted the CTC prior to TfL making it available London-wide). 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 homes in the capital. 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.

- 91% of the respondents were the mother of the member child
- 7% were the father
- 1% were a grandparent
- 1% were older siblings (a little higher than national)

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

- 32% of the total London sample was speaking another language at home, except English.

This is the highest of all UK regions analysed but was fully expected from a large cosmopolitan capital city.

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

Children attending a nursery

- 88% of the CTC members were attending a nursery.

This is lower than the national average.

From the above [sample of 582 = 100%] when asked if their child's nursery was promoting The Children's Traffic Club:

- 30% said Yes
- 16% said No
- The rest did not know.

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

95% of the parents/carers said that the Club had helped them teach their child road safety skills

- 43% said it helped very much
- 52% said quite a lot
- 4% said very little
- The rest did not respond

This is lower from the national average.

76% said the Club had helped them *personally* to become more road safety aware

- 30% said it helped very much
- 46% said quite a lot
- 18% said very little

- 5% said not at all
- The rest did not respond

This is lower from the national average.

82% of those parents/carers who had other children in the household [sample of 442 = 100%] said the Club had also helped them teach road safety to their other children.

- 33% said very much
- 49% said quite a lot
- 13% said very little
- 5% said not at all

This is slightly higher than the national average.

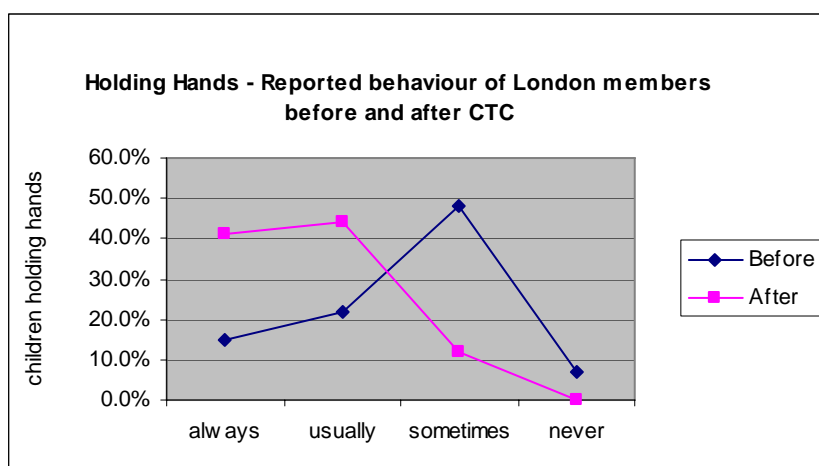
Reported members' behaviour before and after membership to the Club

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
- 22% 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.

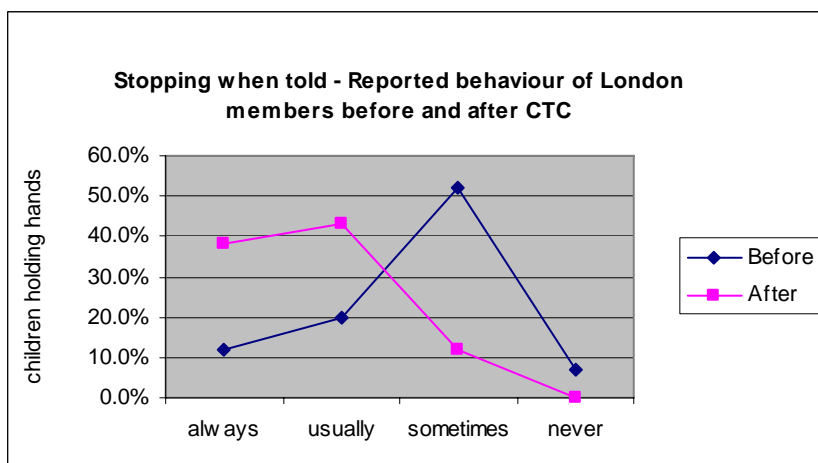
These figures are slightly higher than the national average.



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.

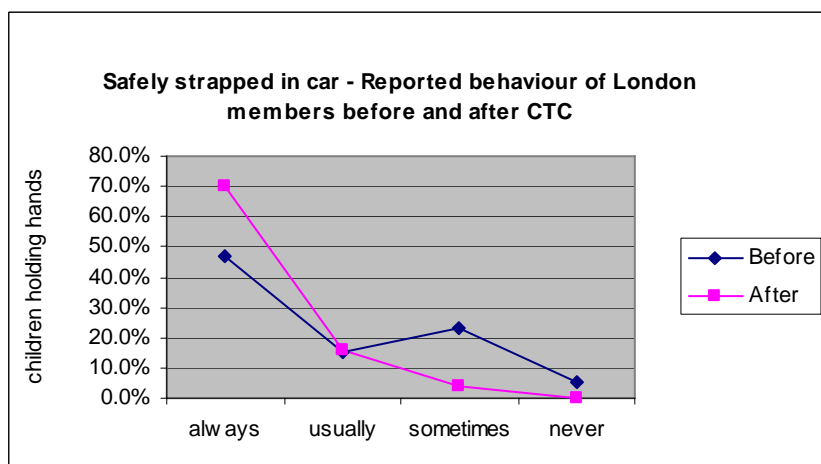
Stopping when told to

- 26% more children would 'always' stop when asked to by their parent or carer.
 - 23% more children would 'usually' stop when asked to.
 - The number of children who would 'never' stop when asked to, dropped to zero. These figures are slightly less than the national average.
- Another significant improvement in children's behaviour when outside, near traffic.



Travelling safely strapped in the car

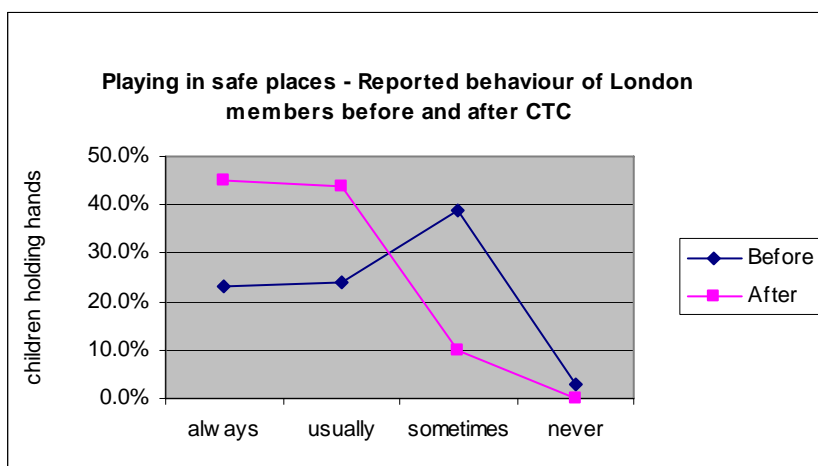
- 33% more children were reported to 'always' travel safely strapped in the car. This is a very impressive result – much higher than the national average.
- Those that reported to 'usually' have their child strapped in the car, remained roughly the same.



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

- 22% more children were reported to 'always' play in a safe place.
- 22% more children were reported to 'usually' play in safe places. This particular figure is double the national average.
- 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

99% of parents said that their child liked the pictures, stories and activities in the Traffic Club books

- 79% very much
- 20% quite a lot

97% of parents said that their child liked the balloon characters

- 75% very much
- 22% quite a lot

99% of parents said that their child liked the stickers

- 93% very much,
- 6% quite a lot

96% of parents said that the books were suited to their child's abilities at the time

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

96% of parents said that their child stayed interested in the Club since they joined

- 54% very much
- 42% quite a lot

All above figures are marginally lower than the national average.

Ease of use/ usefulness of Club material for parents

99% of parents said that they found the books easy to use

- 74% very easy
- 25% quite easy

90% of parents said that the amount of guidance was 'just right' for them

- 9% thought there was too much guidance
- 1% not enough

More parents in London thought there was too much guidance, than the average.

93% of parents said that they found the 'Checklists' useful

- 42% very useful
- 51% quite useful

Again, overall figures are marginally lower than the national average.

Frequency of Club material usage by parents/children

87% of parents had worked through all or most topics with their child

- 39% all
- 48% most

49% of parents had used each book with their child at least once a week

- 3% every day
- 25% every few days
- 21% once a week

91% of parents had practised what was learned outside, with their child, at least once a week

- 55% every day
- 28% every few days
- 8% once a week)

90% of parents had gone back to look at previous books with their child

- 27% often
- 63% sometimes

Again, all figures in this section are slightly lower than the national average.

Parents' overall impression of The Children's Traffic Club

98% of parents said their child had enjoyed being a Club member

- 78% very much
- 20% quite a lot

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

- 64% thought it was excellent
- 34% very good

98% would recommend the Club to other parents

- 74% would 'strongly' recommend the Club

In this section also, figures are marginally lower than the national average.

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.
- **We have included some additional comments here, than those appearing in the national report. For ease identification, the word (London) is highlighted in red.**
- A full list of comments is available upon request.

Comments on usage of the material

A great idea. I feel my son has become very street/safety aware with the help of these books and we often refer to them when we are to and about. Every morning when the post man has been he checks to see if a new book ha arrived. We will miss them. Thank you very much. (London)

Absolutely anything which prepares children is well appreciated. Alexander particularly liked the stickers and the colouring in competition. He did not always enter but he enjoyed colouring it in and talking about the scene. My other son Sebastian is looking forward to becoming a member - he is 3 on 22nd April 2007 (Please send an application form we have not received one for him yet). The boys are quite possessive over their belongings so would prefer a set of books each. Thank you. (London)

Apart from the fact the books were helpful and encourage my child to be safe out doors, my daughter enjoyed the stories, pictures and games. She really liked learning new songs. Big change in development due to being 3 when joined and now 4 yrs old no attention is much better now than a year ago. (London)

She loved receiving them in the post and they represent a quiet time together working through them. (London)

Excellent initiative, fun books, great stickers, very enjoyable whilst being practical and learning new skills. I will re-use the books with my younger child (although he won't get to stick the stickers). (London)

He has taken these books into school and shown his teacher and has talked about this programme a lot. (London)

I found the books were well presented, my daughter enjoyed them a lot, the only problem I had was until she had gotten a bit older she was unable to get to grips with the understanding of crossing roads for e.g. traffic lights, looking, listening etc. Now we are getting on well with the green cross code. (London)

I had taught Conor road safety from about 18 months when walking the dog so he stopped at curbs and how dangerous it was to cross the road. The books have backed up what we have done already and he remembers always when he is out what they said. I think it helps when you do a lot of walking anyway as the children become more aware than when they are always getting into a car to go somewhere. (London)

My granddaughter who is now 5 years old has always been told and made to hold hands with and adult when out on the street, was and is always with an adult when out on the street was and is always strapped in to a seat belt. She is not allowed to sit on laps or without a booster in any one's car, if not we take public transport. She is very good herself in stopping and looking around, she gets cross if we don't wait for the green man. (London)

I have found the traffic club sense very useful and have used it successfully with all 3 of my children. My child has enjoyed the sense, colouring in, listening to the story sticking in the stickers when tasks were accomplished. It was very worthwhile. Thank you very much. (London)

I think that the traffic club is a brilliant idea, it has been a great help to me and my children. When we are out and about we always use the names that used on the stickers which is great fun. (London)

My daughters so into it that when my mum took her to school one particular day she was actually trying to teach me which I thought was very good. I think the traffic club should be for everyone rather than just waiting for them to join. I have told my friends and family about it, so I highly recommend it. My daughter gets very excited on the fact that she has something sent to her, makes her feel like a grown-up. We have enjoyed it thoroughly. (London)

It was excellent to read the book with my child and she really enjoyed looking at the pictures and always asking me to read the story again and again she was also enjoying the activities in the books she find it very interesting when looking at it. (London)

My child has worked hard at all the books about the traffic club. She listens very much when is read the book, she looks at the pictures when we go somewhere, when we cross the road my child says "stop, there's a car coming", so we look left and right, when the car has gone my child said "lets cross now". My child is very good and excellent. (London)

My daughter has thoroughly enjoyed been a member of the TC. She happily completed each topic and often mentions things she has seen in the books while we are out walking. Her older sister has also been a member and the stickers were definitely a big hit with both of them. I would heartily recommend the children's traffic club to all parents. (London)

My daughter identifies with the sticker characters and know all their names off by heart (although I struggle to remember them all!) she loves them, the stickers cover her bedroom wall and she takes it very seriously. She will be disappointed to hear that no6 is the last book! She has absolutely loved the Traffic Club- thank you. (London)

My daughter is always very excited when a new book arrives and likes to go through each page. Although we don't look at the book much after the first week, she is able to remember what the characters saw/did and can relate this to her own road safety when out. (London)

My eldest (6 yrs) enjoyed going through the books with Hannah (4 yrs). The fact it came through the post made Hannah even more enthusiastic, often asking if she had any post. Fantastic books, brilliant idea!! (London)

My older daughter now aged 8 has read each book herself and to/with her brother aged 4. She has also gained from the club. (London)

My son has enjoyed all the traffic club books received and has been happy for me to read them time and time again. He is now much more aware about road safety and enjoys answering the questions in the book. (London)

My son was 3 when we received the first books, his concentration is not that well but as he gets older I will definitely bring out the books again and again. He did like the stickers even though he has stuck them all over the book randomly. I feel at the age of 3 he is too young to appreciate the book as he still travels in the buggy when we are out and about but I'm sure the books will come to great use in the near future. (London)

Overall I think the programme was very useful and resourceful. My three children aged 9, 7 and 4 years, all enjoyed taking part in it (especially using the stickers!) I use stickers on the way to school/out for walks etc. (London)

The book is another form of communication with your child. My son recognizes all the balloon characters and knows their names. In the car he points out to zebra crossing, lollipop stops and pelican crossings. He tells the stories to his older sisters about road safety. (London)

The books are useful for running through what we try to tell him anyway. He loves the idea of getting post, loves the stickers (real winner) and will go through the book with us once or twice. Then the book goes in the recycling. (London)

The other children in the household, mainly my 6 year old daughter and occasionally my 9 year old son really enjoy working through the book from cover to cover. My 4 year old son, for whom the book is intended prefers to look at the pictures and when I read it with him he says the pictures make it very real. (London)

This has been very enjoyable for my daughter. She already knew her road safety as I had taught her it, but I found it an excellent way to reinforce what I had taught. She often refers to the characters in the book, and remembers so much of what is in them. I think it is an excellent programme for all children. It would be good to get it rolled out into the nurseries. We didn't start using them for some time after they started - probably not till book 3 - because they seemed so advanced. We have used them as soon as they arrived. (London)

When walking my kids now know which light tells them to STOP (RED) and the one that tells them to GO (GREEN). Also, when in the car they can identify the reasons for me stopping on the traffic lights and the reason for me to proceed. (London)

Sometimes I think the books are a little ahead of my child's age to understand, but I just delay on doing that book with him until I feel he is ready. I have 2 other older children 8 and 6 and they were in the TC and I refresh their memories, which I find very useful. (London)

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

Myself and my children were very happy with the books that were sent to us, we used to read them over and over again. My children really enjoyed reading. I think this Traffic Club should not stop at all. Please carry on. Thanks. (London)

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)

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)

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)

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)

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 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 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 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 if all the time to friends. Continue the fantastic work. (London)

My child really got excited when the next book turned up and had to sit down to read it straight away. I think it's a great way of learning she also loves going on the website and happily gets on with the games and tasks. Thank you! *(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)*

This has been an excellent programme - Nadya has always been excited to receive a new book and works on it a lot for a short while afterwards. After that she looks at particular stories sporadically, going back to old books as well. Everything goes into her mind at the moment and she takes in all the information and remembers it. *(London)*

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

My daughter really enjoyed opening her own letter which came in her name. My daughter says the colouring in and the putting on of the stickers is 'brilliant and it is fun' *(London)*

Excited child whenever one arrives. Sticker very popular, reinforced learning about road safety. Taught the correct terms i.e. Traffic island etc. *(London)*

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)*

Georgia really enjoyed this scheme, everything from the postman delivering it, to stickers, books, all of it. Greatest interest was in the balloon characters. *(London)*

I think the books are excellent, it's a pity there isn't any more to come. My daughter has learned a lot through them. She really liked the stickers and they made the books more interesting for her they got her more involved in the books because she was able to stick them on and talk about what they all meant instead of me just reading the book to her.

Thank you. (London)

Fevzi was quite upset when he was told that this was the last book. He really enjoys the stories, and it was a great way to teach him what could happen if he wasn't careful on the roads and crossing the roads. (London)

I think these books have been a very good idea. I have enjoyed reading to my children. The books are very colourful and the children loved the stickers of the balloon characters. (London)

My child has learnt a lot from the TC books and enjoys looking at them and reading them. She has enjoyed the stickers as well and the book has been enjoyable to me as well (parent). Thank you for sending us these books, it has encouraged my child to be more sensible at the roads. We've enjoyed all these books. Thank you. (London)

This was an innovative and excellent idea which was well executed. The layout, pictures and text were absolutely appropriate to my kids (3 years and 4 1/2 years). Very well done to the team behind this. There is nothing about 'Traffic Club' that can be faulted. My children waited eagerly for each new book! (London)

Isaac cried when he found out No 6 was the last book he would get and he cried when his "Bee Bright" coat tag he received at nursery broke. 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)

We enjoyed the books. I have always made my children aware of safety not just road safety. Found "The School Crossing Patrol" section in book 6 a waste of time as our school has no such patrol or even a crossing which I feel is outrageous. It is so dangerous trying to cross Rayners Lane, we have to hold our children's hands while we wait to cross the road and I get a pit in my stomach and get dizzy keep turning my head to see if any traffic is coming. In the whole a good source of information. (London)

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)

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)

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)*

Some drawings are too detailed for 3 to 4 year old. *(London)*

My son of 4 loved this traffic club. He was really excited when it came in the post and looked forward to receiving it. He couldn't wait for me to read it to him. He loved the stickers and balloon characters and both he (and I) learned all their names. He was very disappointed when he found out he had received the last one. Keep up the good work! *(London)*

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)*

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)*

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

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)*

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

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

Excellent scheme. My daughter was always excited to get the books. The stories really help get the message across. *(London)*

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)*

We find it difficult at the end when you have to look back through all the pages to find 'someone holding hands' etc. just the turning pages takes time. *(London)*

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 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. Many thanks.
(London)

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)*

I've really enjoyed going through the books with my 4 year old. The books are colourful, to the point and nicely presented. The set I have will be helpful when my 16 month old is ready. *(London)*

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 son is youngest in school year and is now in reception class. May have been useful to have received his earlier, he started in mainstream school, particularly as pre-school used these resources. *(London)*

Having spoken to some friends, they are not aware of the club, and as I believe it is a valuable tool, I think it should be advertised more to reach those who do not know about it.
(London)

I think it is terrific for all families and should be particularly targeted at 'less able' families e.g. maybe via social services, charities community groups, sure start etc. and generally via nurseries. Thank you *(London)*

I think maybe it should be aimed at an older age group, around 4-7 years, rather than 2-5. I find my 5 year old is just starting to understand about road safety and some of the earlier books were not so relevant as she was still in a pushchair. I think infant school age children are starting to be more independent so road safety is vital for this age and very relevant. I think the book club should go up to the age of 6 to 8 year olds, the starting age should be from 1 years old. Could have started a little earlier with my daughter - as all of the topics new to her. But keep up the good work. *(London)*

I would have liked to see more "simple" language used in the books, I found them difficult to read to my daughter and ended up using my own simple words so she could understand. (London)

I would like there to be more books, as my son really enjoys them. (London)

I can't remember if there is a story about what a child should do if their toy rolls or blows into the road [there is], but if there is not please include one next time you update the books. This is a major safety concern of mine. (London)

Six books is possibly a little protracted. I wonder if the programme could be over four books to sustain interest and reduce cost to tax payer. (London)

Examples of training children to stop at garages or drives where walking down a residential street. [there are] (London)

The CTC is very useful and handy asset that should be promoted at school and also in many other places such as youth centres etc. keep up the good work. (London)

You have sent nice, valuable guiding books. If you produce some 'CD' they will be more captive. (London)

There should also be a cyclist traffic club for young children. (London)

You might like to do booklets about safety at home or stranger danger. (London)

We have made great use of the stickers which come with each book. 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)

Although there is a lot of information I still feel there should be a bit more information especially for parents who English is not their first language. (London)

As I said on question 3, I'm not sure whether or not the TC is used at my child's nursery. The same goes for my eldest child's school. I see many school children running into the road and I believe many would benefit from this programme, if it was available at their school. Maybe you should increase your efforts to get the TC introduced in more schools, rather than leaving it up to parents to join the club. In a way, you are preaching to the converted. These books have been very useful for me, but I would have taught my child road safety with or without the TC. Those who do need advice are not likely, in my opinion, to ask for it. I also see many parents with young children crossing on red lights, and I don't believe they are likely to apply for membership of your club. Introducing it to children at school might be a better way, and the children could actually end up educating their parents.

I would be grateful if you could change Daniel from white to black. My son is getting upset. Thank you. (London)

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)*

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)*

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)*

My children are 4 and just starting to ride bicycles. They have also been using scooters for over a year. It would be helpful to have bicycles and scooters included in the series. *(London)*

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)*

Excellent series of books. Do you have a further set for when she learns to ride a bicycle on the road? i.e. use safety helmet, bright clothes, highway code etc. Keep up the good work. *(London)*

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)*

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)*

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)*

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)*

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)*

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)*

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)*

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)*

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)*

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)*

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

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)*

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)*

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)*

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)*

Please produce more of these entertaining, educational books! Thank you!! *(London)*

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)*

My daughter started school in September 2006 and when we first started the walk to and from school we used lots of tips and items from the books. Every time a book arrived in the past she got really excited, firstly because it was addressed to her and secondly because she loved opening it and starting the activities. 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 materials have been very colourful. It would have been nice to have more partnership with the nursery on the topics in the books and a way for parents and carers to receive other promotional materials like mouse mats, pens, wall charts as well. *(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

I am also a teacher in a nursery and would very much like information from yourselves about how to get parents more aware of this scheme. I would also like to rejoin for my daughter who is coming up to 3. Would like to start the books with her, how can I go about this? (London)

I have been working with under 5's for some years. My daughter who is now 25 was one of the first groups to be part of the GLC Traffic club at the time, at the time she also enjoyed it and I used it at my work. (London)

I teach road safety to the children in my centre and encourage the parents/carers to join the traffic club. I have definitely enjoyed these books with my daughter. Only wished there were more books to come. Thank you. (London)

I saved the books till my children were 3 1/2 to 4 years and found they were more interested at this age and learnt a lot. I run a nursery too and find all the children find the activities characters easier to understand at 3 1/2 to 4 years. At this age too, my children were far more excited to receive letters and post then at a younger age. (London)

I find these books extremely useful and helpful. I think every child should be a member of your club. I believe my child's nursery is not aware that your club exist, or at least they do not promote it. You may wish to contact them on... (London)

In my sons nursery... they don't advise it well. It's a shame because a lot of nursery children can benefit from these books. (London)

We really enjoyed using these books and it was always a lovely surprise when they came. My daughters nursery also got involved in the club and she enjoyed it there also. (London)

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)

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)

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

Had books previously with older sister. Also had childminding packs with puppets and aprons, tapes etc. excellent resource. (London)

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 on early

age. Therefore it will be part of their daily routines from the very beginning. *(London)*

It's a shame that not all children can benefit from these books, it would be nice if schools had the opportunity to use these books to educate all children at nursery infant and junior ages. *(London)*

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

Thank you very much for this opportunity to be a member of The CTC and I enjoyed all my time spending with my daughter reading, sticking and colouring this beautiful pages from the books. *(London)*

A really valuable series and it reinforces through pictures what you teach outside. *(London)*

All in all an excellent programme. Slightly repetitive but the children have loved it. *(London)*

All the books have been enjoyed even my 2 year old has been joining in. *(London)*

Although Danielle was always very good at holding hands and stopping at every road. It has now taught her to be more aware of cars coming out of drives and safe places to cross. Children's Traffic Club as a road safety programme is an excellent service. Thank you very much. *(London)*

Children's Traffic Club is very useful in teaching children how to be safe on the road. Thank you for providing the books. *(London)*

Children's Traffic Club service is an excellent first step for kids. It has helped my children get interested in stories, pictures and provided them information on road safety skills. *(London)*

From a very early age we have always taught the children road safety, prior to receiving the booklets. The children do enjoy them, but being out every day we are teaching road safety all the time. *(London)*

I am safety conscious with my children (to the point of being paranoid!) I am strict to avoid potential accidents. I have always insisted on hand holding for under 6's on the pavement, and hand holding bigger kids crossing roads. Had our 'before' scores for qs 7,8,9 & 10 been lower, I am certain they would still have significantly increased for "after". Thank you for

producing these booklets. (London)

Q5 - had I been unaware of road safety - this booklet would undoubtedly have improved my skills. (London)

I and my children really enjoyed being member of the club because the books and the activities has helped my children to learn very well about road safety. Thank you for taking your time in sending those books and looking forward to receiving the traffic books for my other children. (London)

I do commend you for the good work that's creating traffic awareness in children. My children are very much aware of traffic signs to the point that they now direct their father to stop at red lights and go at green. I hope you'll be able to reach out to every child. Thanks a lot. (London)

I found the CTC books very good and enjoyable with my son, unfortunately they arrive a little too late as the road safety issues in the book I had already taught these to my son. (London)

I have learnt a few things myself. (i.e.) Toucan Crossing, would never have guessed what this was before. (London)

I think the books are great and I'm very sorry it has to end. My child loves these books to read. I hope there will be something like this again very soon. So once again I thank you very much for sending my child these books for her to read. (London)

I think this is a very interesting and colourful way make awareness on road safety. Children love books and stickers etc. stories with pictures makes their imagination grow, by no measure in my opinion. I am glad I make my son join. (London)

I think what you promote is fantastic, lots of fun and of course very informative for our children. Well done! (London)

I wish the Traffic Club was out when my children were small, as it is very easy for small children to understand and realise the dangers of the roads and traffic. (London)

I wish this wasn't the end of The CTC, as both me and my son have really enjoyed the books already received. If any other topics become available please let me know. (London)

I would like to say thank you very much for what you are doing. It is a great idea to highlight this big issue. It was wonderful for the whole family. Thank you again. (London)

I would like to thank the team who put a very great amount of work in the club. Since my son has become a member I am more aware of road safety. So thanks again and good luck for the future, and I hope one day I will be able to help. (London)

I would like to thank you all for this wonderful job that you made in traffic club and I can't tell you how much my child enjoy the reading and looking to the beautiful and colorful pictures. Thank you all again. (London)

I would like to thank you for all the lovely books and stickers and everything else that you have been providing. Well done! It is very encouraging. (London)

I would like to thank you very much for giving us the opportunity to join. My daughter and I have a lot of fun with the books as well as learning from them. Many thanks - it's a shame this was the last batch!! (London)

The other children in the family all looked forward "when is the next book coming?" Thank you for making our children more safety aware! (London)

It has been really good reading the books with my two boys who loves your books. So I would just like to say thank you. Hope other parents/carers use your books and like them as we did! (London)

It was a pleasure to be part of the club because, I did not have the chance to learn it with my first child who is 8 this year, but was very important for my kids and myself to be road aware. Thank you very much for helping us learn about safety on road. (London)

Its been great - and we will continue to use the books. (London)

I've always tried to teach my son (and other children) the green cross code from a very early age and it was nice that the TC books enforced the idea in a way my son could understand. Also, he really enjoyed receiving something in the post, addressed to him. (London)

Just that I think the Traffic Club is Fantastic my daughter has loved it since the start and is always checking the post for the next book! (London)

My child enjoyed this book immensely and would very much recommend that it be used on children from pre-school age upwards, and should as far as I am concerned be part of the school syllabus; anything that can be done to reduce road accidents is good and should be promoted. (London)

My child has been absolutely delighted to receive the books, especially looking forward to using the stickers. A very good and interactive approach to learning these valuable lessons. Thank you. (London)

My child has loved all 6 books and we can't believe that this is the last one. If there is any more in the future we would like to receive them. Thanks for all the great books. The book definitely made her learning about traffic more attractive and fun. (London)

My children have enjoyed these books and are disappointed to discontinue. We will use them continually and be cheerfully reminded to be road safety aware. I wish this could continue in the future and that all pre-school children to 7 years had this information available, especially with 3 girls hit by buses in London, 2 in Enfield area in the past year. Thank you we appreciate the hard work that has gone into this, making it exciting and enjoyable. (London)

My daughter who is 4 has always been very aware of her surroundings and keeping herself safe. I feel that it is totally my responsibility as her parent to instil this in her but the books reinforce the things that I do with her. (London)

My daughter even being a young child understood how to cross the road while holding my hand and stopping when told, this is mainly due to the fact that as she started walking I was telling her how. Also I don't drive so it was essential for me to explain to her the basics of the road but it was a real help receiving your books. Thank you. (London)

He always took great pride in these books and loved to place the stickers in the book. My son loved it when the postman would deliver his Traffic Club books. He has learnt a lot from these books and my two year old daughter is now interested. (London)

Overall I feel that the whole package is a very fun easy way for all kids to learn the traffic code. I also enjoyed helping my daughter read and play games with this book. (London)

Shay really enjoys this series and we have learned a lot about safety without giving him so much confidence that he will try to cross the road alone. He seems more aware of the dangers of road traffic than some of his peers. I would imagine that this knowledge is partly to do with the Children's Traffic Club. Just wanted to say Thanks! (London)

Thank you so much for a most wonderful booklet which Sarah and her siblings enjoyed thoroughly. We were all eagerly awaiting for it every month. (London)

Thank you so much for all your great effort producing such colourful, wonderful, activity books. All the children gain in reading these books. (London)

Thank you very very much for this lovely idea of building up a lovely thing like this. THE CHILDREN'S TRAFFIC CLUB has made such wonderful things for Yochever Rottenberg a member of The Children's Traffic Club. Such good, sweet, kind-hearted ideas, such a pleasure as now she has learnt a lot about road safety. Thank you.
PS Please can you send another form for my little one. Congratulations. (London)

The club has become a valuable addition to my son learning road safety and we shall both miss not receiving the books. The club is a great way to learn about safety in a fun and participative environment which makes the learning both easy and long lasting. Many thanks! (London)

There have been at least 2 occasions since joining the club where my daughter has reminded me to strap her in as a result of your books - Thank you! (London)

This series of children Traffic Club books have made a difference in my child's road safety awareness. I have enjoyed each book and looked forward to receiving future copies. I must say that I am very disappointed that it has come to an end. Thank you very much for introducing such a well thought of series of books. (London)

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)

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)

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)*

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)*

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)*

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)*

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)*

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)*

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 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)*

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)*

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)*

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

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

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)*

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)*

I think the books and stickers are a great learning tool for kids and parents, just right to keep everyone interested. Thank you keep up the good work! *(London)*

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)*

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)*

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

Great concept- keeps kids engaged and focused. Really enjoyed the books. Keep up the good work. *(London)*

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)*

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)*

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)*

A very useful guide and also 'free', more parents should take up the chance. A well thought out traffic club that children need to be reinforced with all the time. *(London)*

Excellent project, my daughter is much more willing to be road safety and is very aware of the rules when out. *(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)*

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

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 this books. *(London)*

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)*

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 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)*

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)*

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

The Children's Traffic Club is an invaluable source of education, knowledge and support. Keep up the excellent work. *(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

- 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)*

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)*

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)

My son seems to understand more but I feel I **could have done a better job teaching properly** via the books, so while a lot of my answers seem negative it is not because of the books, more because of my input. *(London)*

I think is a great idea! Unfortunately life is less perfect than the book, so ironically, when taking our kids to school and nursery in the morning **we are forced to cross on red** across Edgware Rd (W2). Both our kids react (which is good)... We are trying to get the problem sorted, but have been told that as the crossing is not considered an 'accident hot spot', it is not top priority. *(London)*

Living on a busy road my children had to be taught road safety as there are no provisions for pedestrians and cars travel very fast on this section of road. Whilst teaching children road safety is essential, **the balance of pedestrian safety and traffic flow has to be changed** if children are going to be expected to walk more. More pedestrian crossings and speed restrictions are needed. Lights informing drivers of the speed limit are pointless (the one on our stretch of road has been knocked down by a car!) *(London)*

My daughter and son (aged 5 & 4) have both enjoyed the TC books but have **found the activities too easy**. Could there be a mix of slightly more challenging activities added in? The books have provoked good discussion about safety in general and have been a useful tool in this respect. I'm not sure how well the scheme is promoted. I came upon it by chance as a few leaflets had been left on a window sill at my son's nursery. Other mums weren't aware of the programme. For something so worthwhile would it reach a wider audience.
(London)

My daughter has been receiving the Traffic Club books since she was three. Now at four and in Reception class she really gets a lot out of them. I would conclude **for her age 4 has had the biggest impact on understanding the books**. Would be good if one more set came along. *(London)*

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

Now, I am pregnant with my second child. I am really interested to be a member of the CTC for my second child, but **I do not know what I need to do**. Thank you for your co-operation. (London)

The **time span between books received varied enormously**, therefore momentum became lost at one point. My child is not at primary school, which is late for receiving the last book. (London)

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)

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

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 am trying to obtain the audio story/songs for CTC. The toddler room of my child's 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)

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)

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

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)

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

The recommendations appearing in the 'national' report, of course apply to London as well, except that many of the proposals have already been instigated by TfL, such as promoting in nurseries, playgroups, childminders, etc.

We expect that the forthcoming Roadshow will have a major impact in spreading the Traffic Club messages as well as enlisting new members.

The CTC in London experiences major difficulties with the Primary Care Trusts (PCTs) and is at a disadvantage compared say with Scotland where the partnership between road safety and health professionals is very strong. We must continue our efforts to strengthen the partnership in London, as the PCT route is undoubtedly the most effective, as well as the most cost-effective.

We must seriously consider improving communications with parents – there appears to be confusion and lack of information as to how to enrol a child (a side effect of not having a uniform method throughout the capital). **A letter/ newsletter with every pack is highly recommended.**

We must also utilise more the London mass media – not so much in terms of advertising, as PR (articles, interviews, news items, etc). We suggest approaching some suitable TV programmes with a view to gain coverage. If necessary, prepare short documentaries that they may be willing to take on.

Another suggestion is to use the free London newspaper 'METRO' – many parents are commuters and they are a captive audience during the time they travel. For the same reason, it is worth considering advertising on the tube.